October 22, 2012
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I. Rationale and Survey:

This social media usage survey was created by the Subcommittee on Intradisciplinary Communication of the Anthropological Communication Committee (ACC/SIC), and was the first survey of its kind for AAA. The ACC/SIC survey was executed to create a baseline of quantitative and qualitative data regarding the usage and satisfaction of AAA’s social media profile. The only other information available to us was limited tracking (the number of followers of various social media) and demographic data. We recognized the need to know the membership status of our users, which of the AAA social media were being utilized and for what purposes, and levels of satisfaction with the different media. The quantitative results of this survey will serve as a baseline for comparing social media usage and performance assessments in the future. Although few definitive conclusions should be drawn from this first survey, the results can be used to identify certain immediate improvements as well as to plan for longer-term changes in the operation and assessments of AAA social media, including future surveys.

The survey consisted of 34 questions; some with sub-questions (see survey questions in Appendix). They were designed to provide data for several different categories: general social media awareness, awareness of specific AAA social media, indications of how AAA social media are accessed, levels of satisfaction with various parameters of AAA social media, suggestions from respondents for improvements, and demographic characteristics of respondents. The survey was open from April 6 to May 31, 2012. Survey participants were solicited through five AAA social media platforms (Facebook, Twitter, LinkedIn, Google+, AAA Blog), and 259 individuals responded by the cutoff date. Survey respondents make up a select group of individuals who were reachable by AAA social media platforms and were willing to answer the questions on social media usage. They do not represent the entire AAA membership, nor do their numbers match the measurable followers of various AAA media. Non-AAA members made up an unexpectedly high proportion of respondents.

II. Demographics:

Survey respondents were asked to indicate their membership status, age (selecting from a pre-defined range), and employment category.

a. Membership status: Of the 259 people who participated in the survey, 54% were AAA members. Of the 46% nonmember respondents, most were students (35%) and applied anthropologists (20%). The survey data indicate that AAA’s social media are important for communicating with the anthropological community at large, not just disseminating information to members.

b. Age categories: Half of the survey respondents were over the age of 35, and only 3% of all respondents were under the age of 21. Social media are not just the province of the younger
generation, and will continue to grow in importance for all age categories. The majority of the student respondents were aged 21-44.

c. **Employment categories:** Over half of the AAA members (55%) participating in the survey were employed in the academic field in some capacity. Significantly, anthropologists working outside of the academy represent a larger proportion of the survey respondents (64, or 25%) than AAA draws from its membership base. As a point of contrast, only 5% of the respondents to a survey of AAA membership conducted in 2011 identified themselves as working outside of academic settings. **One key finding from this survey is that the social media conduits represent important means of communicating with non-academic anthropologists.** In addition, one out of five (19%) respondents indicated that they did not fit the stated employment categories on the survey, which were drawn from conventional AAA categorization, and responded “other.” Those individuals were allowed to describe their employment status, which included federal employees, Peace Corps Volunteers, researchers, teaching assistants, non-tenured permanent faculty, and disabled (no longer able to work). These data provide nuanced insights into the types of audiences being reached by AAA social media.

### III. Social Media Awareness:

The survey listed 13 social media outlets and asked respondents to indicate their level of familiarity and use of each. Of these 13, five are currently used by AAA (Facebook, Google+, LinkedIn, Flickr, and Twitter). More than 60% of respondents do not use or have not heard of the following outlets: Academia.edu (60%), Delicio.us (88%), MySpace (83%), Pinterest (78%), ResearchGate (87%), Second Life (94%), StumbledUpon (79%), and Tumblr (66%). The most widely used outlets cited by respondents are Facebook, Flickr, Google+, LinkedIn, and Twitter—precisely ones on which AAA has a presence. The following section provides data on frequency of use of these five most popular social media outlets as indicated by respondents:

a. **Facebook**
   
   Seven out of ten (68%) survey respondents use Facebook on a daily basis. Nearly half (45%) of Facebook users surveyed are between the ages of 22 and 34.

b. **LinkedIn**
   
   Two out of five (43%) respondents use this outlet ranging from a weekly to daily basis. Of that percentage, 46% range between 22 and 34 years old; 24% range from 35-44 years old.

c. **Twitter**
   
   Two out of five (43%) respondents use Twitter regularly. 40% of those users are 22 to 34 years old. One out of three (32%) Twitter users are in the 55-64 age category, representing a larger proportion of older users on this platform as compared to the other social media outlets. 41% of survey respondents do not use Twitter at all.
d. Google+
   Nearly one out of three (30%) survey respondents use Google+ on a weekly to daily basis. 37% of respondents do not use Google+ at all.

e. Flickr
   Nearly half (49%) of respondents do use this social media outlet but they vary greatly in terms of their frequency of use (16% use it “sometimes”, 2% use it daily). 40% of survey respondents do not use Flickr.

IV. Awareness of AAA Social Media

The survey results indicate that AAA already utilizes the social media locations that are the most popular among respondents: Facebook, LinkedIn, Twitter, Google+ and Flickr. The next set of questions asked respondents to elaborate on how familiar they were with AAA’s social media presence. The responses for each of the social media outlets are listed here in order of popularity in usage (based on the survey, not other data), beginning with the most popular. Where other metrics are available, they are compared with the data from the survey, and reveal that usage of some AAA social media far exceeds the level of use indicated by survey respondents.

Additional information is provided here regarding the interconnectivity of AAA social media because respondents were asked how they connected to social media and their satisfaction with ease of connectability. AAA’s website has links to all of the social media sites in the footer of every webpage, and links to the website are available on all AAA social media outlets.

a. AAA Website (www.aaanet.org)

   While the AAA website is not a social media outlet, it was incorporated into this survey due to its longstanding placement on the internet. Respondents cited the AAA website as the most popular online method to acquire information about AAA and its activities. According to the survey, 42% utilize the website monthly to daily, while 43% utilize the site occasionally.

   Respondents utilize the website when searching for information about the annual meeting, AAA operations, to access the membership guide, to access scholarly publications, to acquire updates on public policy and legislation alerts, to stay in tune with current events or news articles about the discipline, to conduct research or to learn about activities of other anthropologists, for career information, job opportunities and seeking professional advice, as well as for ideas and syllabi for teaching.

b. AAA Blog (http://blog.aaanet.org)

   The AAA Blog averages 8,000 views per month (according to tracking date). Readership fluctuates with the academic calendar. In this survey undertaken in April and May (end of spring term), 41% of respondents do not utilize or have not heard of the AAA blog. In
contrast, 22% of respondents utilize the blog at a regular rate that ranges from monthly (8%) to daily (3%) use.

Respondents utilize the blog to acquire information on current events or news articles about the discipline, public policy and legislation alerts, research and activities of other anthropologists, ideas and syllabi for teaching, scholarly publications, information on the annual meeting and careers, job opportunities and professional advice.

In addition to the blog link on the AAA website, blog updates are available by referral via posts on AAA’s other social media outlets and by email.

c. **AAA Twitter Account** ([https://twitter.com/AmericanAnthro](https://twitter.com/AmericanAnthro))

As indicated by tracking data, the Twitter Account is by far AAA’s most popular social media outlet. Usage is generally at a constant throughout the year with the exception of the time during the AAA annual meeting, when Twitter activity historically increases by more than 100%. In the past year (January 2011 to 2012), Twitter traffic has seen an average increase of 300 followers per month. At the close of the survey (May 31), the AAA Twitter account had 7,600 followers. Even though AAA Twitter has over 7,500 followers, seven out of ten (69%) survey respondents, drawn from all AAA social media outlets, either do not use or have not heard of AAA’s Twitter account. The 21% of respondents who do tap into AAA’s Twitter account check in on a monthly to daily basis.

Respondents utilize Twitter for information on the annual meetings, public policy and legislation alerts, current events or news articles about the discipline, and research and activities of other anthropologists.

Links to AAA’s Twitter account are located on the website and blog. Referrals to Twitter are occasionally made via posts on AAA’s other social media outlets. AAA Twitter followers automatically receive alerts in Twitter when a new blog post is launched.

d. **AAA LinkedIn Group** ([http://www.linkedin.com/groups?mostPopular=&gid=3779180](http://www.linkedin.com/groups?mostPopular=&gid=3779180))

LinkedIn is one of the newer social media outlets in AAA’s portfolio. It is also one of the fastest growing groups. At the close of the survey, AAA’s LinkedIn group had 3,700 members. The group averages 300-400 new members per month since its inception in late 2011.

Three out of four (75%) survey respondents do not utilize LinkedIn or are not familiar with AAA’s LinkedIn group. Of the respondents that are familiar with the group, 37% use it weekly.

Survey respondents who do go to LinkedIn look for career, job opportunities and professional advice, research and activities of other anthropologists, current events or news articles about the discipline, and ideas and syllabi for teaching.
There is a link to LinkedIn on the AAA website and AAA Blog.

e. **AAA Facebook Pages** ([https://www.facebook.com/AmericanAnthropologicalAssociation](https://www.facebook.com/AmericanAnthropologicalAssociation) and [https://www.facebook.com/AAACareerCenter](https://www.facebook.com/AAACareerCenter))

   At the close of the survey period, the AAA Facebook Page had 4,100 fans, and the AAA Career Center Facebook Page had 1,000 fans. Over two-thirds (68%) of survey respondents reported they access Facebook on a daily basis. Of these respondents, only 13% tap into AAA’s Facebook page(s) on a regular basis. Over half (55%) of Facebook users do not use or have not heard of AAA’s Facebook pages.

   Survey respondents go to AAA’s Facebook page in search of current events or news article about the discipline, to find out about research and activities of other anthropologists, public policy and legislation alerts, information on the annual meetings, and scholarly publication information.

   AAA’s Facebook page is linked via the AAA website and AAA blog.


   AAA launched its Google+ Page in February 2012. At the close of the survey period, AAA’s Google+ Page had 87 followers. Nearly nine out of ten (87%) survey respondents were not familiar with the page. Only 30% of the survey respondents utilize Google+ to begin with, but those who do utilize it access it weekly to daily. Of those familiar with the AAA Google+ Page, 3% of the respondents utilize it daily.

   None of the survey participants cited that they seek particular information on this outlet for AAA information.

   AAA’s Google+ page can be accessed only via a link on the AAA website.


   AAA’s Flickr Page receives quite a bit of regular attention, even though it has not had new photos uploaded since the AAA Annual Meeting in November of 2011. The page averages more than 3,000 views per month according to tracking data.

   Surprisingly, 49% of survey respondents do access Flickr on a sometimes to daily basis. However, only 4% of respondents check in with the AAA photostream.

   The photostream is highlighted in the sidebar of the AAA Blog, and a link to the page is on the AAA website.
h. **AAA Podcasts** ([http://www.aaanet.org/issues/AAA-Podcast-Series.cfm](http://www.aaanet.org/issues/AAA-Podcast-Series.cfm))

AAA produces on average 6 podcasts a year. The podcast typically highlights the work of an association member. In May of 2012, the podcast released that month was downloaded 340 times.

81% of our survey respondents do not use or have not heard of AAA podcasts.

The podcasts are accessible via a link on the AAA website, the AAA blog, by post referral on the remaining AAA social media outlets and iTunes.

i. **AAA Webinars**

Last year, AAA conducted two webinars. Almost all (90%) of the survey respondents do not use or have not heard of AAA webinars.

The webinars were publicized on the AAA website’s homepage and broadcast on all of AAA’s social media outlets.

V. **Level of Satisfaction:** Survey participants were asked to indicate their level of satisfaction (very dissatisfied, dissatisfied, neither dissatisfied nor satisfied, satisfied, very satisfied, don’t know) on each of the following factors--readability, content, timeliness of content, layout, user friendliness, and connectivity—for each of AAA’s social media outlets. These questions were asked only of respondents who indicated that they regularly used each of the outlets. Thus, the number of actual respondents varies, making the percentages non-comparable across outlets, but useful for judging satisfaction of the different factors for each outlet. The bar graphs included here should be read with that caveat in mind. Results are reported only for the website, blog, LinkedIn, Facebook, and Twitter. The number of respondents rating Google+, podcasts, Flickr, and webinars was too small to provide meaningful data (see Section IV).

The chart below shows a summary picture of levels of satisfaction (combining numbers who reported satisfied plus very satisfied) for the indicated social media on the identified characteristic, based on percentages of respondents to those questions.
This second chart shows a summary picture of levels of dissatisfaction (dissatisfied plus very dissatisfied) for the indicated social media on the identified characteristic, based on percentages of respondents to those questions.

The two bar charts show correspondences in that low levels of satisfaction (particularly for the website) are usually matched by high levels of dissatisfaction. The individual results are discussed in detail, focusing on levels of satisfaction and dissatisfaction (neutral and don’t know answers are not included) to provide insights into the strengths and weaknesses of each of the five social media outlets.
a. AAA Website

Three out of four (73%) respondents reported that they use the AAA website at least sometimes; the majority (60%) of them directly access the website. Respondent ratings for the AAA website are as follows:

- Two-thirds (65%) of AAA website users are satisfied or very satisfied (these numbers are combined in bar chart on p. 6; see the left-most blue bar) with the readability of the website; 11% are dissatisfied or very dissatisfied (bar chart on p. 7).
- Three out of five (61%) are satisfied with the content; 10% are dissatisfied.
- Over half (56%) are satisfied with the timeliness of the content on the website; 16% are dissatisfied.
- Half (49%) are satisfied with the layout of the website; nearly one out of four (24%) is dissatisfied.
- 45% of respondents find the website to be user friendly; nearly one out of four (23%) is dissatisfied with the usability of the AAA website.
- 36% are satisfied with the connectability of the website; one out of three (33%) is dissatisfied.

These data suggest that in terms of making improvements to the website, AAA needs to focus on the layout, making it more user friendly, and improving its connectability.

AAA Blog

One out of three (33%) survey respondents utilize the AAA Blog at least sometimes.

- Among that group, almost two-thirds (65%) are satisfied or very satisfied (again, combining these two measures to indicate satisfaction) with the readability of the blog, while 3% are dissatisfied or very dissatisfied.
- More than two out of three respondents (68%) are satisfied with the blog’s content; 8% are dissatisfied.
- A little more than half of the blog users (55%) report satisfaction with the timeliness of the blog’s content, while 6% report dissatisfaction.
- Nearly two out of three (64%) are satisfied with the layout of the blog, with 7% indicating dissatisfaction.
- Three out of four (75%) find it is user friendly, while 6% are dissatisfied.
- About half of the respondents (52%) are satisfied with the blog’s connectability; 7% are dissatisfied.

More than half of the respondents (52%) access the AAA blog through a link via another social media outlet or the AAA website.
b. AAA LinkedIn

One out of three (32%) survey respondents utilize the AAA LinkedIn group at least sometimes.

- Among that group, more than half (59%) are satisfied or very satisfied with the readability of the group’s discussion board, while 9% are dissatisfied or very dissatisfied.
- Half of the respondents (53%) are satisfied with the content; 16% are dissatisfied.
- More than half of the group’s users (56%) report satisfaction with the timeliness of the group’s content, while 8% report dissatisfaction.
- Half of the respondents (54%) are satisfied with the layout of the group’s discussion board, with 6% indicating dissatisfaction.
- More than half of the users (56%) find it is user friendly; 5% are dissatisfied.
- About half of them (42%) are satisfied with the group’s connectability; 5% are dissatisfied.

45% of survey respondents directly access the AAA LinkedIn group.

c. AAA Facebook

The bar chart on p. 6 shows that Facebook (the purple bar) was rated the highest in satisfaction (satisfied plus very satisfied) for every criterion. One-quarter (26%) of the survey respondents utilize the AAA Facebook page at least sometimes.

- Among that group, more than eight out of ten (82%) are satisfied or very satisfied with the readability of Facebook, while 2% are dissatisfied or very dissatisfied.
- More than two out of three respondents (72%) are satisfied with the page’s content; 7% are dissatisfied.
- 73% of Facebook users report satisfaction with the timeliness of the page’s content, while 7% report dissatisfaction.
- Two out of three (70%) are satisfied with the layout of Facebook, with 3% indicating dissatisfaction.
- Three out of four (79%) find it is user friendly; 1% are dissatisfied.
- More than half of the respondents to this question (61%) are satisfied with Facebook’s connectability; 10% are dissatisfied.

Facebook is directly accessed by 49% of survey respondents.
d. **AAA Twitter**

One out of three (21%) survey respondents utilize AAA Twitter feed at least monthly.

- Among that group, almost two-thirds (66%) are satisfied or very satisfied with the readability of the newsfeed, while 3% are dissatisfied.
- Half of the respondents (53%) are satisfied with Twitter’s content; 15% are dissatisfied.
- A little more than half of the blog users (52%) report satisfaction with the timeliness of Twitter’s content, while 12% report dissatisfaction.
- More than half (56%) are satisfied with the layout of Twitter, with 3% indicating dissatisfaction.
- 66% respondents find it is user friendly; 5% are dissatisfied.
- Nearly half of the respondents (49%) are satisfied with the Twitter’s connectability; 3% are dissatisfied.

56% of survey respondents directly access AAA’s Twitter feed.

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**VI. Respondents’ Suggestions for Improvements:** Survey respondents were asked for comments when they responded that they were **dissatisfied** with one of the social media outlets or if they had a suggestion for **improvement**. These were open-ended text responses, which are briefly summarized here. The number of respondents varied with each outlet, given that only those who regularly used that outlet were allowed to answer the questions on satisfaction, and those who were dissatisfied made more comments than those who were satisfied. A minority of respondents in each case indicated dissatisfaction by making specific complaints or suggestions, with the highest level of dissatisfaction recorded for the AAA website. (The complete list of comments is available.)

**a. Complaints/Suggestions**

**Website:** Nearly one-quarter (23%) of survey respondents commented that the AAA website was difficult to navigate or hard to utilize. Many respondents noted that the website isn’t compatible with Apple technology, such as Safari and iPhoneOS.

**Facebook:** Fewer than one out of 10 (7%) survey respondents noted dissatisfaction with AAA’s Facebook content. Those who made comments indicated that Facebook posts were frequent and that AAA promoted more of its own content than that of their colleagues. Dissatisfied respondents would like to see more grant and call for paper opportunities posted. One person was dissatisfied because they did not like the new Facebook Timeline layout. Since the close of the survey, several sections and partnering organizations have joined Facebook, thus providing a larger variety of material to share with followers.
Twitter: Constituting 15% of survey respondents, nine individuals were dissatisfied with AAA’s Twitter feed content. They would like to see more tweets.

LinkedIn: 16% of survey respondents, or 14 people, were dissatisfied with the content on the AAA LinkedIn group. They felt that tighter restrictions and more direction should be given in driving the conversations in the group rather than allowing group members to start the conversation. Around the time of the survey distribution, AAA’s LinkedIn group had an influx of spammers. Those individuals have been banned from the group. AAA does provide updates and conversation starters to the group on a regular basis; however, they are not as widely received as conversation threads of colleagues.

AAA Blog: 8% of survey respondents (six individuals) are dissatisfied with the AAA blog content. Comments among these respondents included their thoughts that the blog had a dated theme, there were not enough photos in the posts, they didn’t like some of the guest bloggers, and the blog needed more personality.

Podcasts: Two individuals (12% of survey respondents) expressed that the podcast equipment needs to be upgraded, the podcasts were hard to use, and the content of the podcasts should be expanded. Use of podcasts at the annual meeting paired with video was also a suggestion.

General comments, not geared towards one particular social media outlet, included the following:
- Too much academic content / Not enough academic content
- Too much control on social media outlets / Not enough control
- Too much bureaucratic information about the Association
- Not enough engagement
- AAA should be more transparent
- AAA takes a long time to report information (e.g., election results)
- More photos and less text should be provided to users
- Content is only useful to certain audiences/ not enough content for non-anthropologists

Survey respondents were also asked whether and how AAA should expand its social media presence. The top five responses included suggestions to first focus on improving existing social media as well as specific other outlets the AAA should consider utilizing:

1. Optimize current presence
2. Focus on improving the AAA website
3. Focus on content
4. Expand to Pinterest
5. Expand to YouTube or Vimeo
b. Anthropology Blogs

In a second open-ended question, survey respondents were asked to list their favorite anthropology blogs. This question was asked to determine whether the AAA’s blog is linked to the other blogs regularly read by anthropologists, as a means to facilitate communication between anthropologists or anthropologists and the public. The top ten blogs favored by respondents are listed in order below. All of them were already linked to the AAA blog before the survey began. Other blogs named by respondents that were not already linked to the AAA blog are being considered for addition.

1. Savage Minds
2. Neuroanthropology
3. Somatosphere
4. John Hawks Blog
5. Zero Anthropology
6. Anthropologi.info
7. Ethnography.com
8. Anthropology.net
9. Culture Matters
10. AnthropologyWorks

VII. Assessment of Results: Identification of Areas of Improvement

Based on the responses to this survey, five specific improvements were identified, some of which should be relatively easy to implement while others will require a greater investment of time and resources:

1. On the AAA blog, expand the number of guest bloggers, provide a wide array of content topics, and highlight member blogs.
2. Continue to add more applied anthropology content to all social media outlets.
3. Expand the member blogroll on the AAA Blog or provide a webpage on the AAA Website of member blogs.
4. Compile a library of member videos via You Tube or Vimeo.
5. Update website design and navigation.

In response to the survey, AAA has already begun collecting data on AAA member blogs and aims to highlight two blogs per month. Through AAA’s new podcast series – Ordinary Anthropologists Doing Extraordinary Things – applied anthropologists have already increased their exposure on AAA social media outlets.

Expanding the blogroll (#3) and compiling a video library of member videos (#4) are time-extensive projects that will need to be ongoing, with no specified completion date at this time.
There is already some discussion of updating the AAA website (#5), although no specific changes have yet been recommended for the near future. The website was by far the most utilized AAA social media among respondents, with 75% reporting regular usage compared with 33% or 25% for the other major outlets. High levels of dissatisfaction were specifically noted for the website layout, user-friendliness, and connectability. These survey results should be shared with the leadership to stress the importance of the website to AAA and non-AAA audiences and the need for making changes in these particular areas.

VIII. Further Recommendations for Surveying Usage and Satisfaction:

1. Future Surveys

The SIC recommends an annual survey be implemented to assess the use and satisfaction of AAA social media. It need not be the same as this comprehensive baseline survey, but may seek instead to investigate specific patterns of usage or to assess the success of instituted changes. Based on responses to the 2012 survey, certain changes are recommended for these future surveys:

a. Attempt to attract a larger number of respondents and to ensure better representation among the various categories of users. If a high number of users continue to be non-members, be more inclusive in content on AAA social media and related factors to validate the non-member audience.

b. More professional fields need to be delineated in the demographic question to better measure the different audiences (by professional category) served by AAA social media. Assessing those audiences and how well they are being reached is among the original goals established for the SIC.

c. Questions of engagement would be useful to include, such as willingness of respondents to be a guest blogger or LinkedIn moderator, along with collection of personal information for follow-up.

d. Questions to gauge types and degrees of interconnectivity among AAA social media would be useful. For example, do Twitter posts link to the blog effectively?

e. Usage and frequency options need to be updated as social media change. The survey questions should be carefully designed each year to both provide a comparison with the baseline data obtained in the 2012 survey, where this is useful, as well as to gauge the changing climate of use of social media and the shifting popularities of the different media. Survey data should also be integrated with other metrics (acquisition, behavioral, etc.) available to the AAA. The timing of the survey within the year needs to be varied because of the temporal rhythms of usage of some social media.
f. The online communities (blog, LinkedIn, Facebook, Twitter, etc.) should be solicited for their input in the construction of future surveys. What questions are relevant to them? What other suggestions do they have for improving the survey?

2. Reporting and Analysis

a. Annual survey results should be reported by the ACC to the AAA leadership as well as to the membership.

b. After three years (2015), and at regular intervals thereafter, the SIC should step back and assess the trajectories obtained by the survey data and come up with both short-term and long-range plans for the use and effectiveness of AAA social media. They should assess whether and how the goals first established in 2011 by the SIC are being met. They should determine some quantitative goals for gauging use (acquisition and behavior metrics) of AAA social media.

c. These plans and goals should be brought to the attention of the Long-Range Planning Committee for consideration.

d. A more difficult but useful assessment is to gauge the effectiveness of social media in fostering communication among anthropologists and between anthropologists and the public. Along these lines, there needs to be some measure of how AAA social media assists the association, through its members (and non-members), in fulfilling its various goals. What is the overall effectiveness of AAA social media to the mission of the AAA?

IX. ACC/SIC Membership: 2011-2012

Susan Gillespie (SIC Chair)
Ana Aparicio
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Joslyn Osten (AAA Marketing and Communications Manager)
Alisse Waterston (ACC Chair – ex officio)

Additional support has been provided by Oona Schmid (Director, AAA Publishing Dept.)
Appendix: Zarca survey on Social Media April - May 2012

Q1. Are you currently a member of the American Anthropological Association?
Q2. Which category best describes your current employment status?
Q3. Within what range is your current age?

Q4. How frequently do you access each of these social media? If you have never heard of or don't use please indicate for each.
   - Academia.edu
   - delicio.us
   - Facebook
   - Flickr
   - Google+
   - LinkedIn
   - MySpace
   - Pinterest
   - ResearchGate
   - Second Life
   - StumbledUpon
   - Tumblr
   - Twitter

Q5. How frequently do you access the AAA website (aaanet.org)?
Q6. How satisfied are you with the AAA website (aaanet.org) in terms of...
   [respondents could indicate very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, very dissatisfied, or don’t know]
   - layout
   - readability
   - ease of use
   - timeliness of AAA posts and dissemination of information
   - the content of AAA posts
   - the ease of connecting to other AAA social media from this location

Q7. How do you regularly access the content: directly by going to the site, or indirectly through links in another site, or indirectly through posts or alerts sent to your email or other account?

Q8. How frequently do you access the AAA blog (blog.aaanet.org)?
Q9. How satisfied are you with the AAA Blog in terms of...[see alternative answers for Q6]
   - layout
   - readability
   - ease of use
   - timeliness of AAA posts and dissemination of information
   - the content of AAA posts
   - the ease of connecting to other AAA social media from this location

Q10. How do you regularly access the content: directly by going to the site, or indirectly through links in another site, or indirectly through posts or alerts sent to your email or other account?

Q11. How frequently do you access AAA's Facebook page?
Q12. How satisfied are you with the AAA Facebook page in terms of... [see alternative answers for Q6]
Q13. How do you regularly access the content: directly by going to the site, or indirectly through links in another site, or indirectly through posts or alerts sent to your email or other account?

Q14. How frequently do you view photos on the AAA Flickr page?

Q15. How satisfied are you with AAA Flickr page in terms of... [see alternative answers for Q6]

Q16. How do you regularly access the content: directly by going to the site, or indirectly through links in another site, or indirectly through posts or alerts sent to your email or other account?

Q17. How frequently do you check in with AAA's Google+ page?

Q18. How satisfied are you with the AAA Google+ page in terms of... [see alternative answers for Q6]

Q19. How do you regularly access the content: directly by going to the site, or indirectly through links in another site, or indirectly through posts or alerts sent to your email or other account?

Q20. How frequently do you use AAA's LinkedIn group?

Q21. How satisfied are you with the AAA LinkedIn group in terms of... [see alternative answers for Q6]

Q22. How do you regularly access the content: directly by going to the site, or indirectly through links in another site, or indirectly through posts or alerts sent to your email or other account?

Q23. How frequently do you access the AAA Twitter feed?

Q24. How satisfied are you with the tweets from AAA's Twitter account in terms of... [see alternative answers for Q6]
timeliness of AAA posts and dissemination of information
the content of AAA posts
the ease of connecting to other AAA social media from this location

Q25. How do you regularly access the content: directly by going to the site, or indirectly through links in another site, or indirectly through posts or alerts sent to your email or other account?

Q26. How frequently do you access the AAA Webinars?
Q27. How satisfied are you with AAA webinars in terms of... [see alternative answers for Q6]
   layout
   readability
   ease of use
   timeliness of AAA posts and dissemination of information
   the content of AAA posts
   the ease of connecting to other AAA social media from this location
Q28. How do you regularly access the content: directly by going to the site, or indirectly through links in another site, or indirectly through posts or alerts sent to your email or other account?

Q29. How frequently do you access the AAA Podcasts?
Q30. How satisfied are you with AAA podcasts in terms of... [see alternative answers for Q6]
   layout
   readability
   ease of use
   timeliness of AAA posts and dissemination of information
   the content of AAA posts
   the ease of connecting to other AAA social media from this location
Q31. How do you regularly access the content: directly by going to the site, or indirectly through links in another site, or indirectly through posts or alerts sent to your email or other account?

Q32. Please indicate the AAA social media (website, blog, Facebook, Google+, LinkedIn, Twitter) you access for the types of information you seek. Check all that apply.
   AAA Annual Meeting
   AAA Operations
   Membership Guide
   Scholarly Publications
   Public Policy and Legislation Alerts
   Current Events or News Articles about the Discipline
   Research and Activities of Other Anthropologists
   Careers, Job Opportunities and Professional Advice
   Ideas and Syllabi for Teaching

Q33. If you were dissatisfied with any of the AAA social media that you just rated, please tell us why.
Q34. Aside from the AAA blog, what other anthropology blogs do you read on at least an occasional basis?