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# Sampling and Recruiting on Facebook

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# Outline

1.

Study  
Objectives

2.

Sampling &  
Recruiting

3.

Ad  
Creation

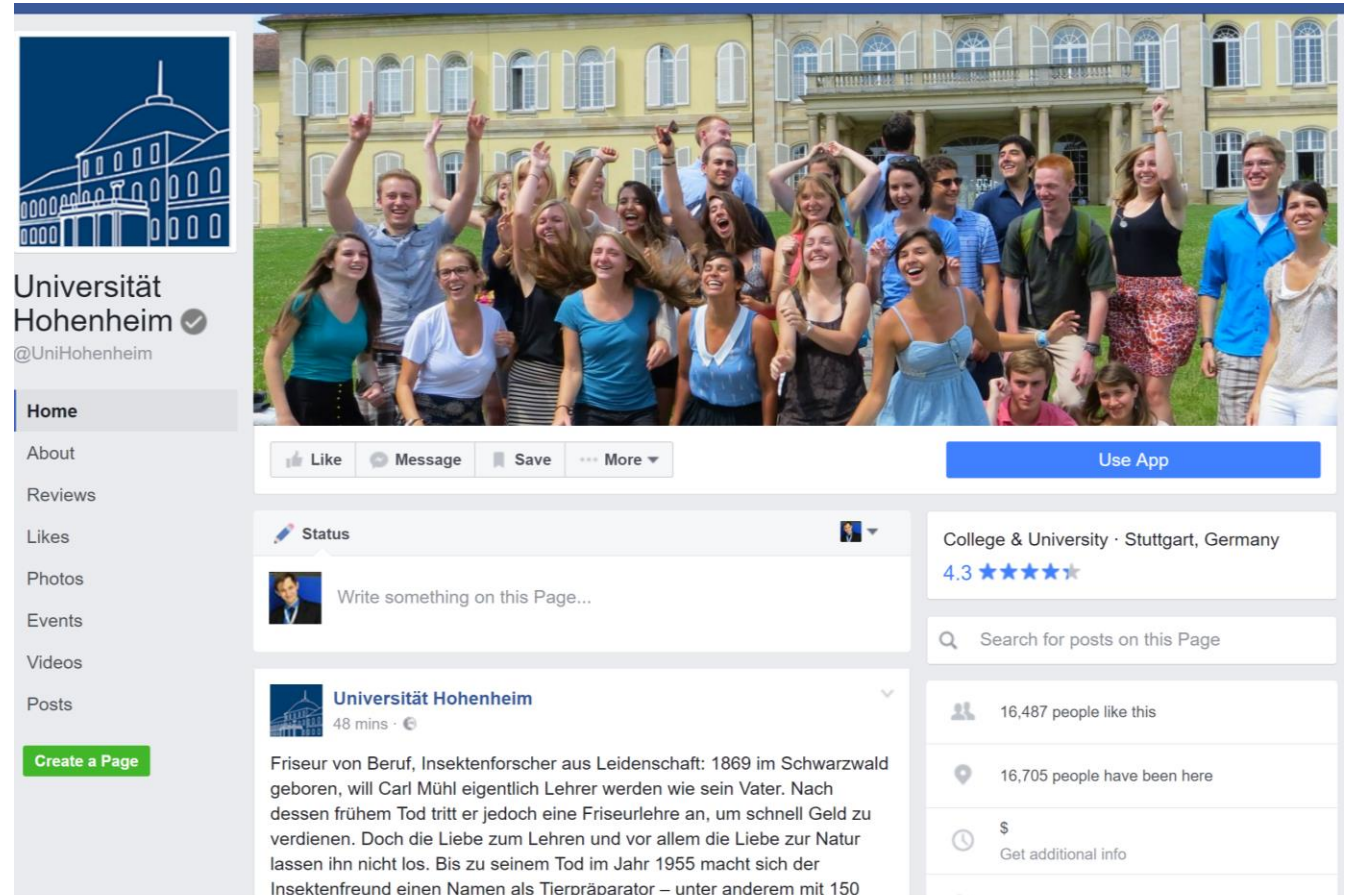
4.

Pilot  
Results

# 1. Study Objectives

Survey Facebook users  
about privacy concerns  
using their own data

Project website:  
<http://socialmediadata.org/>



The screenshot shows the Facebook page for Universität Hohenheim. The profile picture is a blue icon of a building. The cover photo is a large group of students posing in front of a yellow building. The page name is "Universität Hohenheim" with the handle "@UniHohenheim". The page is categorized as "College & University" in "Stuttgart, Germany" with a 4.3 star rating. A post from 48 minutes ago is visible, with the text: "Friseur von Beruf, Insektenforscher aus Leidenschaft: 1869 im Schwarzwald geboren, will Carl Mühl eigentlich Lehrer werden wie sein Vater. Nach dessen frühem Tod tritt er jedoch eine Friseurlehre an, um schnell Geld zu verdienen. Doch die Liebe zum Lehren und vor allem die Liebe zur Natur lassen ihn nicht los. Bis zu seinem Tod im Jahr 1955 macht sich der Insektenfreund einen Namen als Tierpräparator – unter anderem mit 150".

## 2. Sampling Strategies

Source	Description
Facebook Public Directory	Direct list of Facebook Pages
Facebook User-Based List	Personalized recommendations on Groups and Pages by Facebook
Netvizz/API	Extracts data from Groups and Pages for research purposes
Socialbaker	Social media marketing /analytics company that compiles list of top Pages, grouped by industry
Official Lists	Official external lists based on topic (e.g. size, demographics, politics)
Curated/Expert Lists	Unofficial external lists (e.g. by media outlets or blogs)
Researcher-Created List	Ethnographic approach to collect all groups that fit topic of interest

# 3. Ad Creation

- Facebook's advertising policies

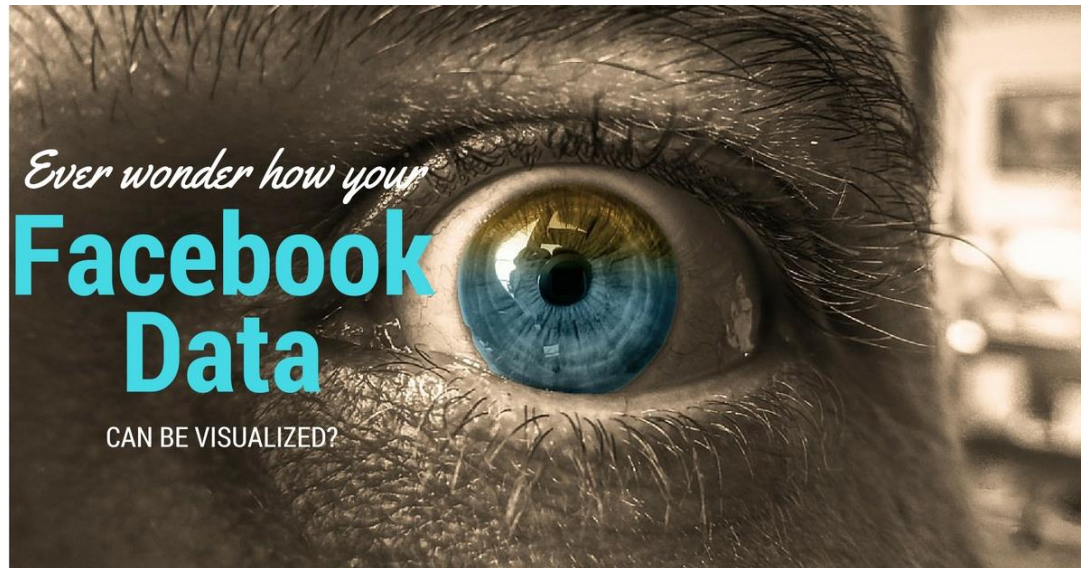
The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Ads Manager', a search bar, and user information for 'Jenna'. Below this, the user's name 'Jenna Jacobson' is displayed. The main content area is titled 'Campaign: Choose your objective.' with links for 'Help: Choosing an Objective' and 'Use Existing Campaign'. A sidebar on the left contains a navigation menu with 'Campaign' (checked), 'Objective', 'Ad Set' (with sub-items: Audience, Placements, Budget & Schedule), and 'Ad' (with sub-items: Format, Media, Additional Creative). A 'Close' button is at the bottom left of the sidebar. The main area asks 'What's your marketing objective?' and displays a grid of objective categories: Awareness, Consideration, and Conversion. Each category lists specific objectives with icons.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	

<https://www.facebook.com/business/>

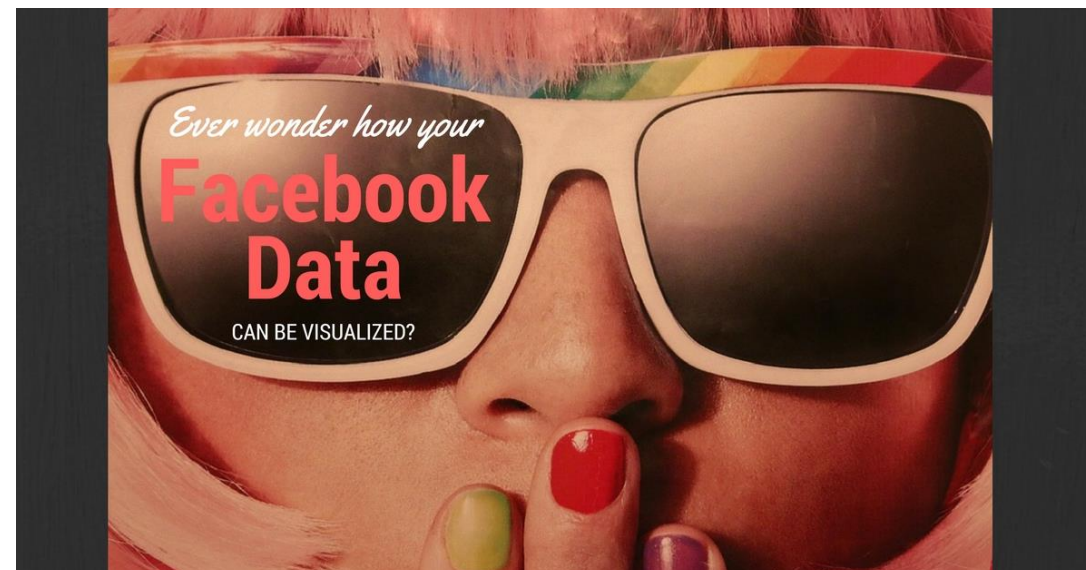
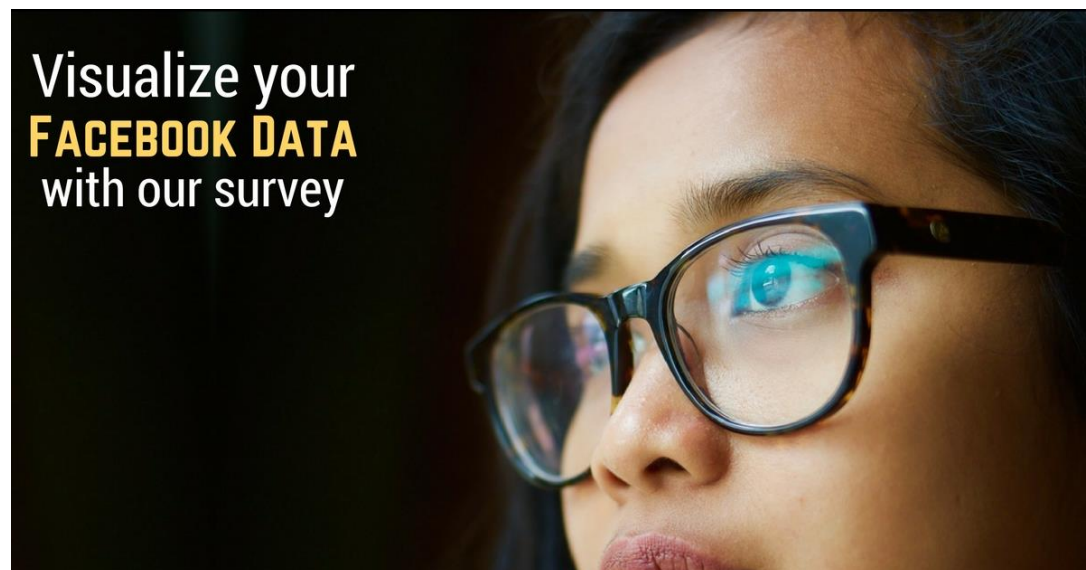
# Design an Ad Banner

Properties to consider → Attention grabbing & informative



# Design an Ad Banner

Properties to consider → Diversity of gender, race, and age



# Design an Ad Banner

Properties to consider → Generic vs. Group/Page specific

Visualize your  
**FACEBOOK DATA**  
with our survey



Super 8 fans  
**VISUALIZE YOUR  
FACEBOOK DATA**  
with our survey





## 4. Pilot Ads

### Ad #1: Corporate Page Super 8 Motels in Canada

- 3 days (Aug 28-31 '16)
- \$50 spent
- Reached ~5K people
- 169 clicks (~\$0.30 per click)
- Only 3 partial survey responses



### Ad #2: Community Group "Pokémon GO" in Winnipeg

- 2 days (Oct 8-9 '16)
- \$46 spent
- Reached ~4K people
- 67 clicks (~\$0.69 per click)
- No completed responses



Most were mobile users:

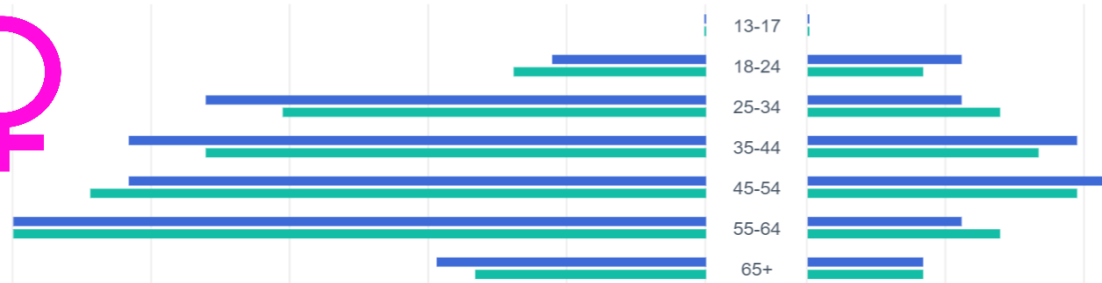
- Survey was too long (20min)
- Some didn't remember their sign-on info to login via a mobile browser (required by our survey tool)


# 4. Pilot Ads - Demographics



169 Results: Link Clicks ▾ 4,646 Reach ▾


  
**All Women**  
71% ( 120 )  
70% ( 3,262 )  
\$0.26  
Cost per Result

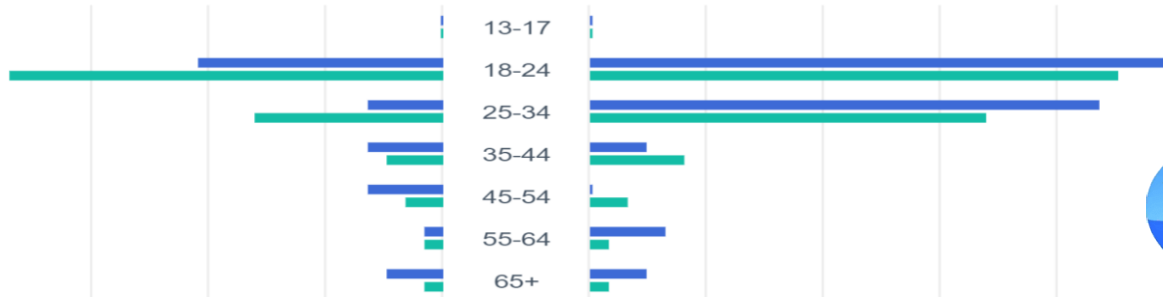



  
**All Men**  
28% ( 47 )  
29% ( 1,325 )  
\$0.38  
Cost per Result



67 Results: Link Clicks ▾ 4,413 Reach ▾

  
**All Women**  
31% ( 21 )  
40% ( 1,745 )  
\$0.96  
Cost per Result



  
**All Men**  
69% ( 46 )  
58% ( 2,553 )  
\$0.57  
Cost per Result

# Recommendations

1. Strategize design of ads (informative, attention grabbing, intended audience)
2. Remember most will be mobile users
  - Keep survey as short as possible
3. Recognize survey participants are likely lurkers, rather than active participants
4. Assess your budget (clicks  $\neq$  completion)
5. Offer a prize or another incentive to complete survey
6. Ask group moderator(s) permission to post ads



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