

*Most Frequently Used
Social Media Websites*



Hospital

Search

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Survey Objectives

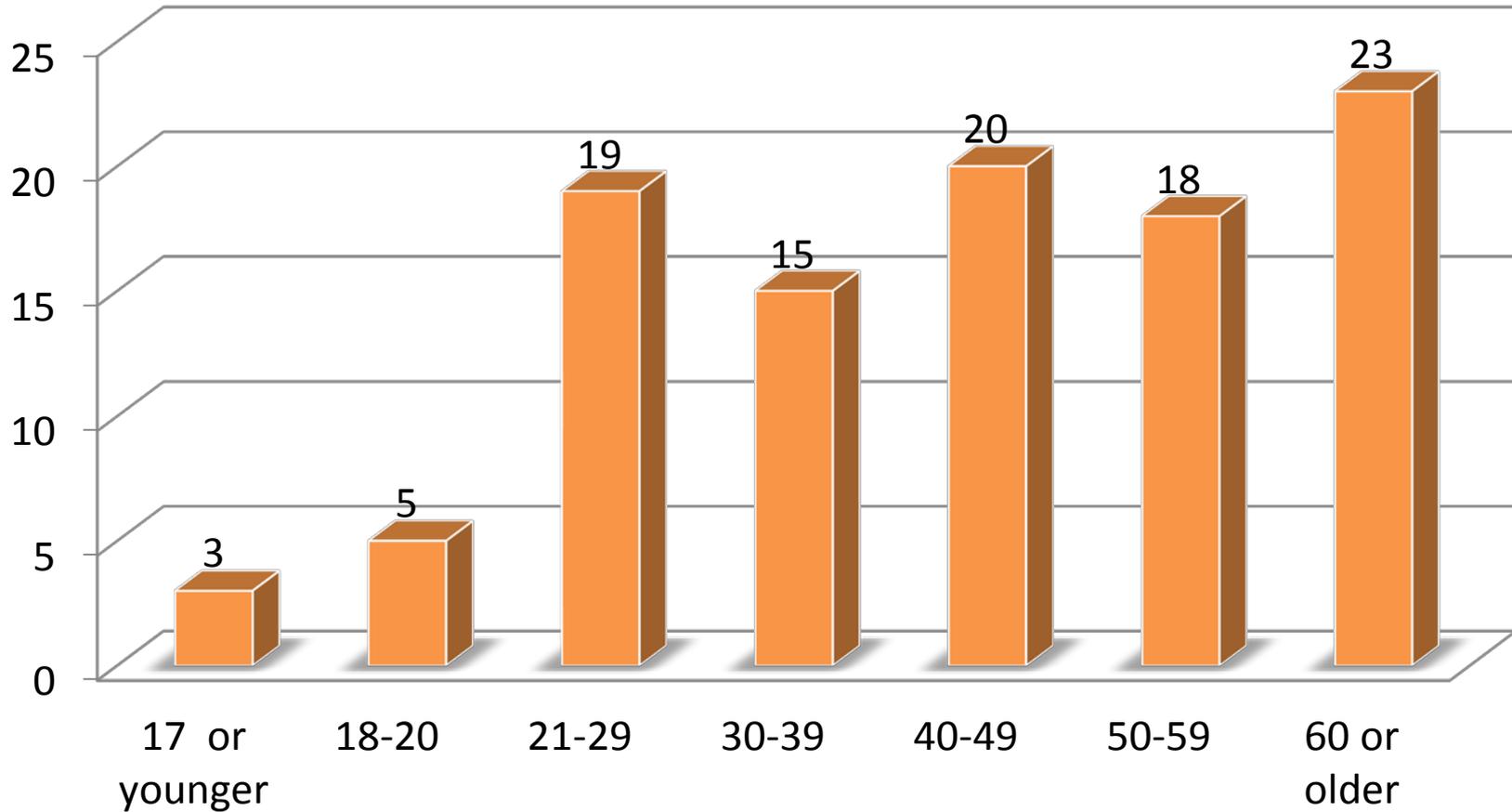
- Identify social media platforms
- Who is using social media?
- A quick way to share information

Survey Methods

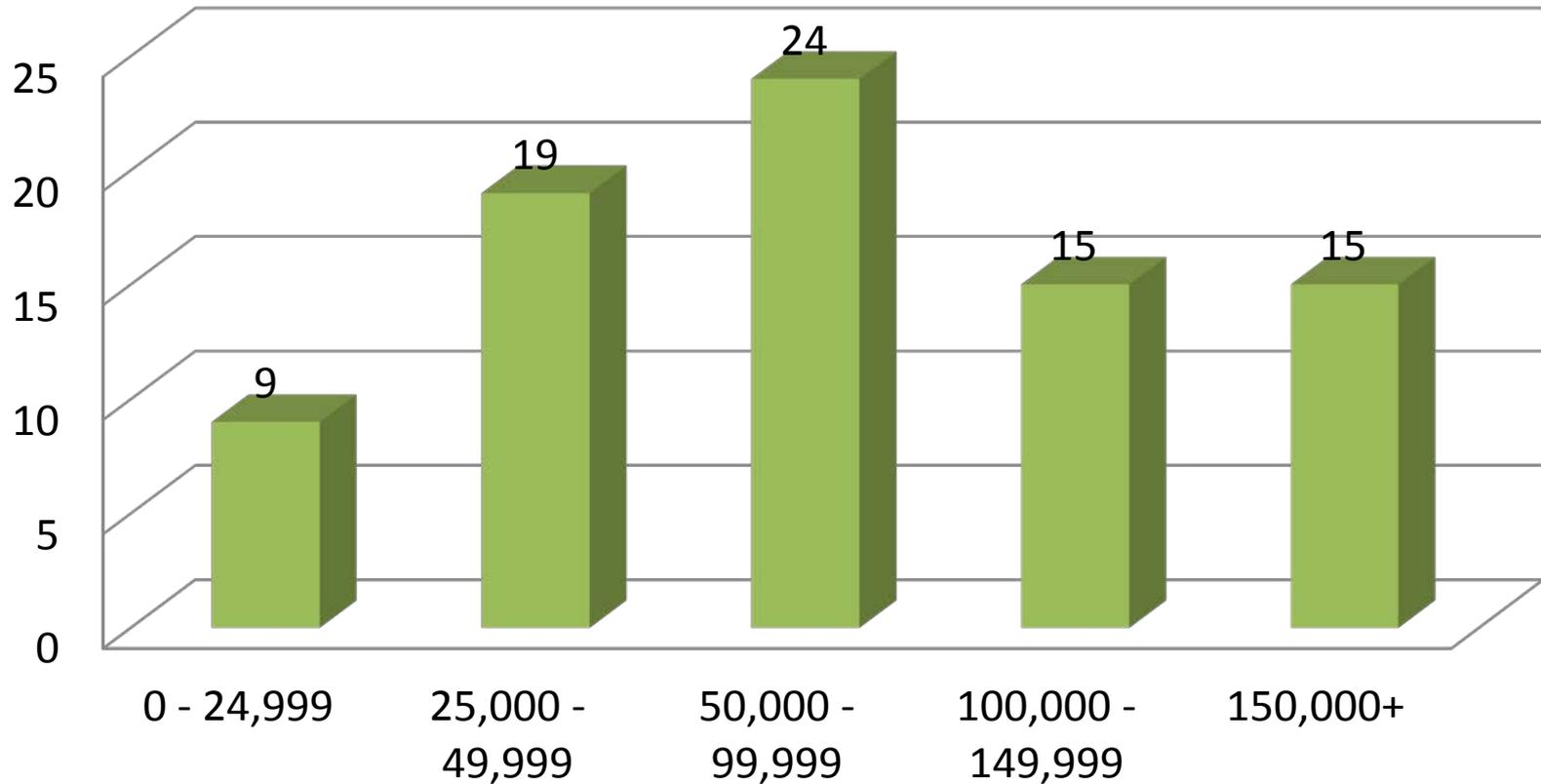
- Convenience samples*: n=104
 - 53 collected nationally
 - 51 collected from within California
- Demographics: age, income, educational levels. Responses were collected by Survey Monkey.
- Self administered Survey (Survey Monkey)
- Simple analysis performed in Excel

*Sample may not be generalizable to a larger population

Participants Age (n=103)

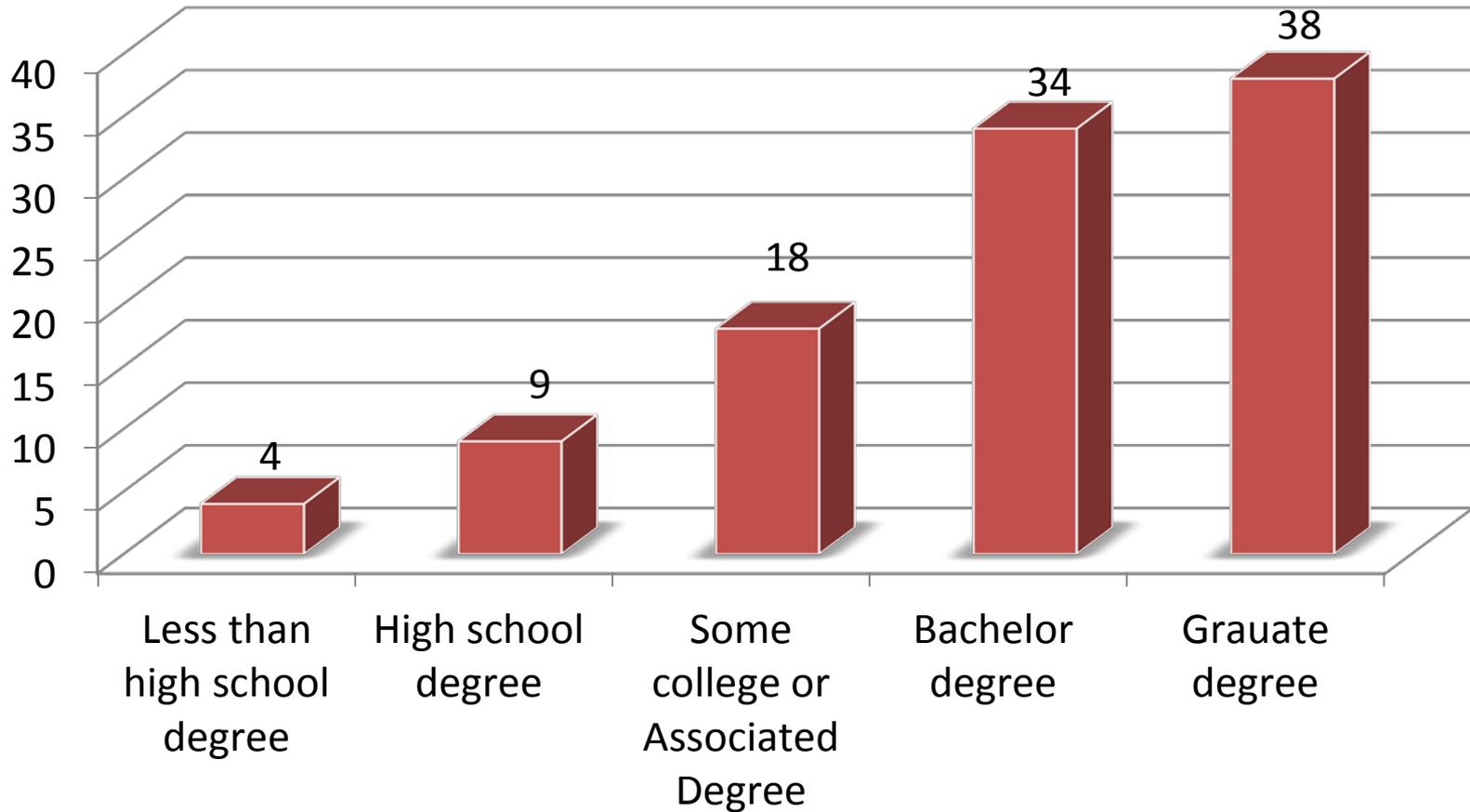


Participants Income (n=82)



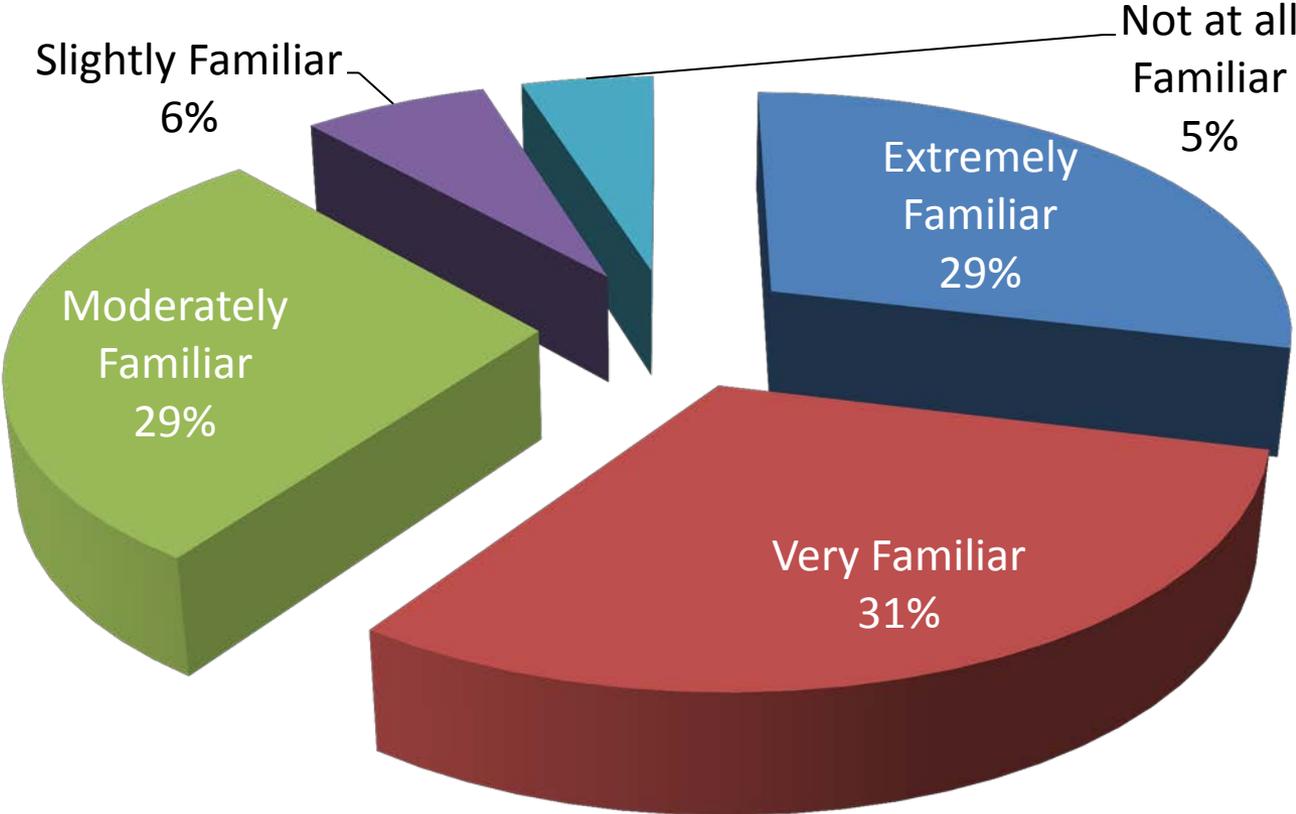
*22 participants did not respond

Participants Education

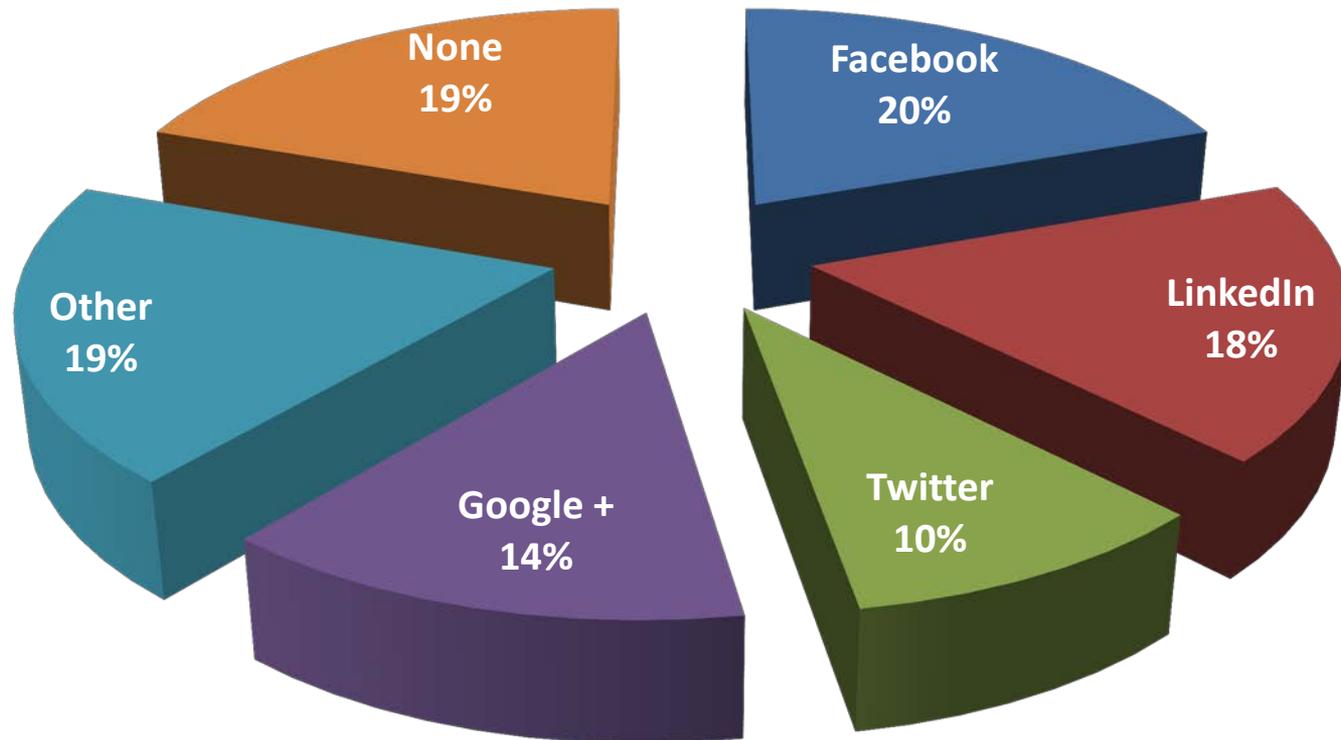


*1 participant did not respond

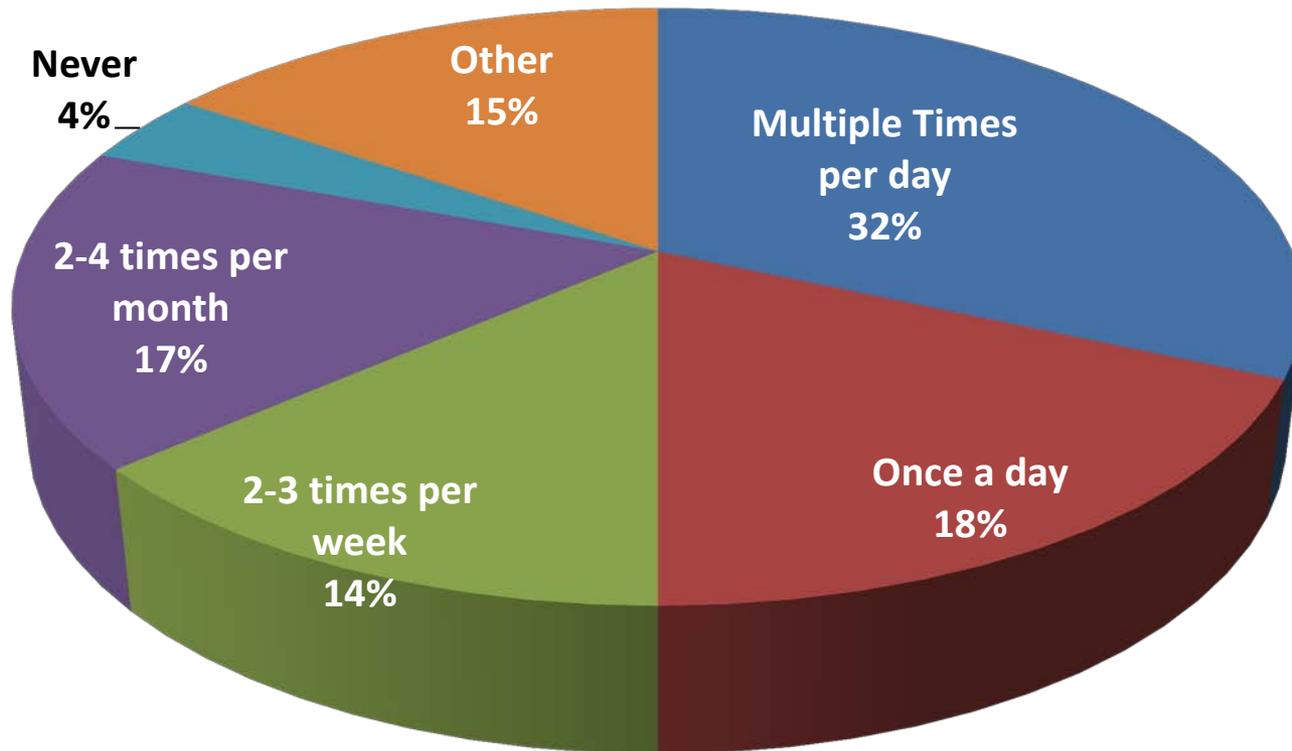
How familiar are you with the concept of social media?



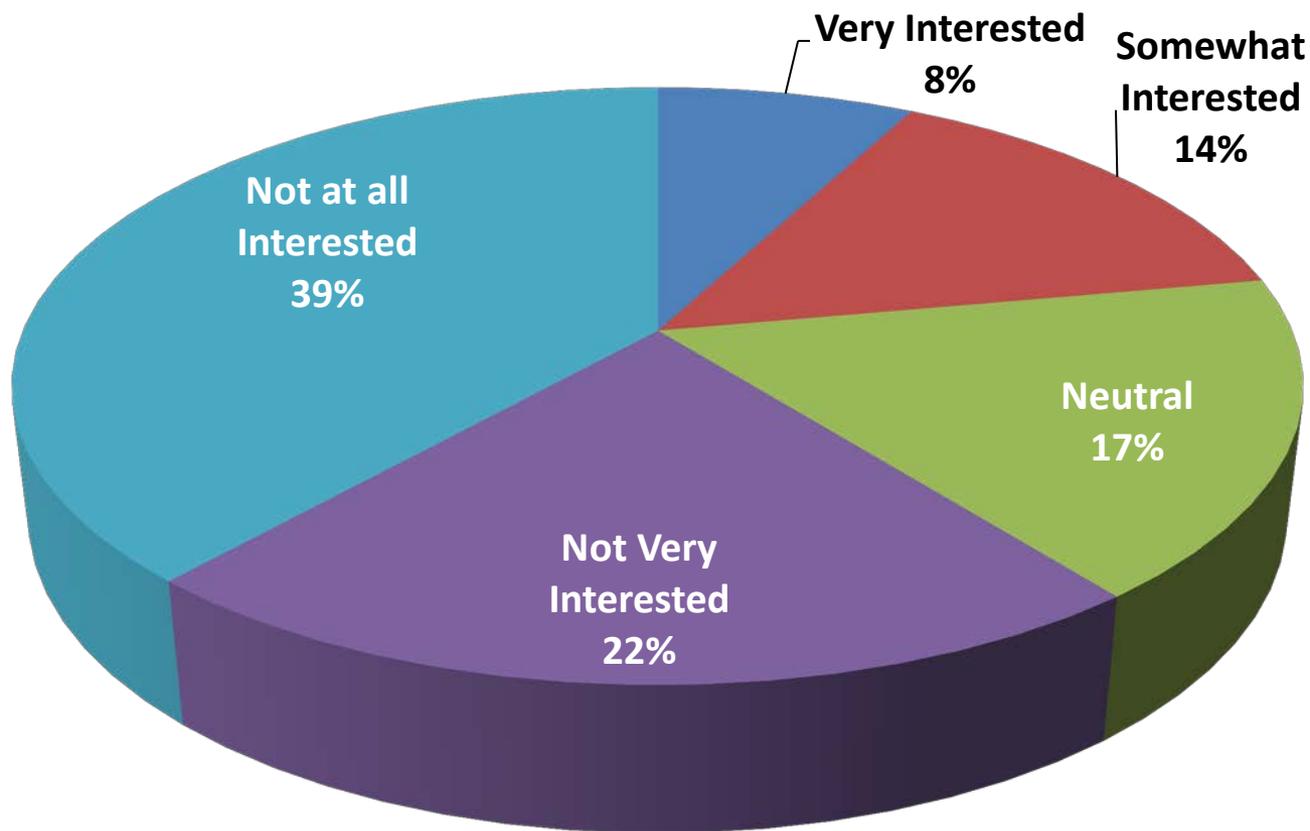
Which of the social media options listed you currently registered with?



How often do you sign on to your social networking account?



How interested would you be in receiving specific social media messages on issues affecting a health care setting that you visit?



Conclusions/Lessons Learned

- As a subcommittee we can briefly summarize the PPP
- Were we surprised by any of the results?
- What needs are identified?
- Speculate on potential solutions or approaches reach out
- What would you do differently for another study?
Would you ask questions differently?
- Try to get a more representative sample?
- Acknowledgements