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Advertisements on Social Networking Sites as recruitment tool for online surveys

Meet the Experts

*Best practice methods in Survey Methodology and Computational
Social Sciences*

Steffen Pötzschke & Christoph Beuthner, July 22, 2021

Speakers

Dr. Steffen Pötzschke

- Postdoc in the department Survey Design and Methodology, team GESIS Panel (deputy team lead),
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Information prior to the talk

- The talk will be recorded but not the discussion that follows
- Participants are muted
- Please ask questions to "meetexperts" via the chat function
- If the question goes "to all", the messages will be visible to all (incl. your name)
- Questions will be answered after the talk



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*Best practice methods in Survey Methodology and Computational
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1. Introduction
2. Planning your ad campaign
3. Implementing your campaign
4. Examples
 - a) Survey of health professionals in Germany
 - b) German Emigrants Overseas Online Survey

1. Introduction

2. Planning your ad campaign

3. Implementing your campaign

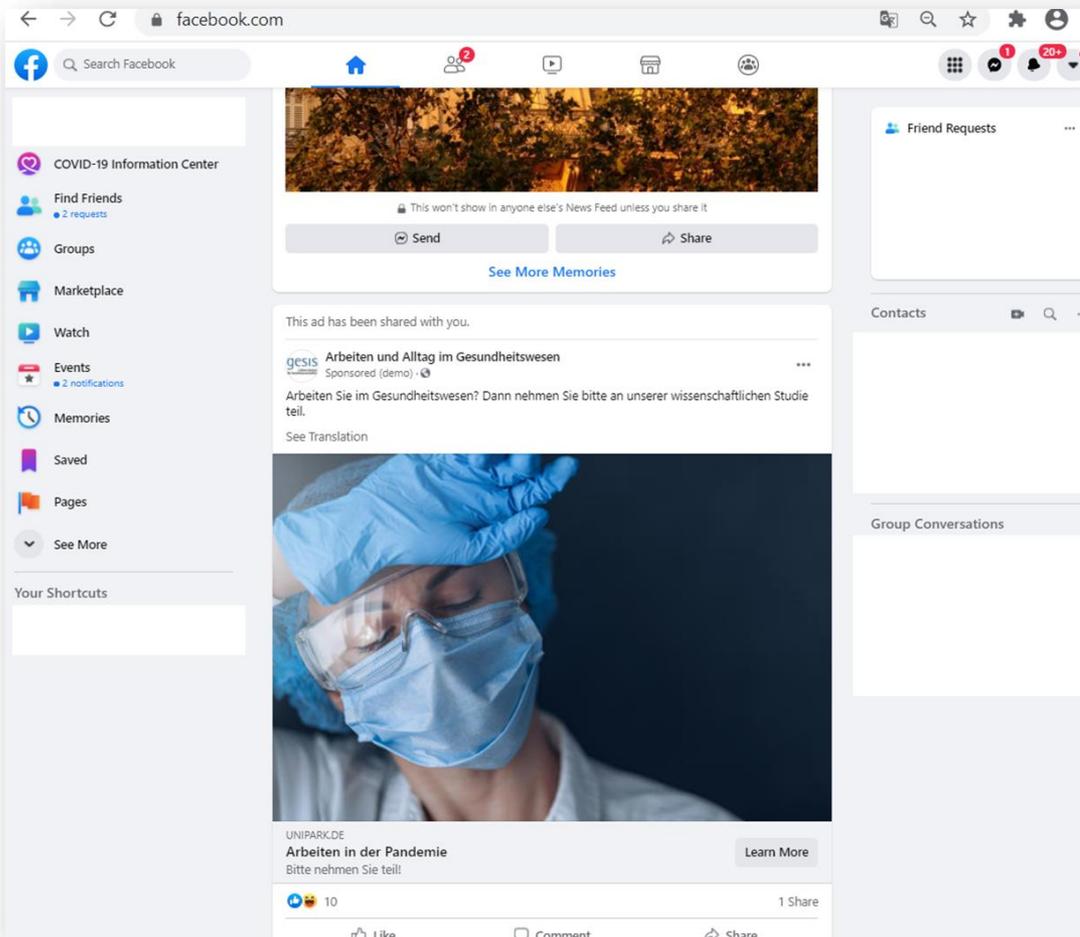
4. Examples

a) Survey of health professionals in Germany

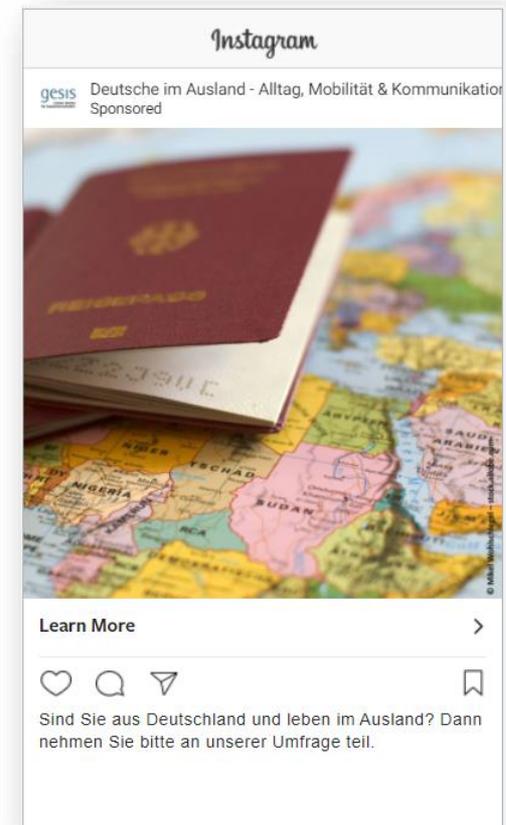
b) German Emigrants Overseas Online
Survey

What this talk is all about

Example 1: Survey advertisement in a user's Facebook news feed.



Example 2: Survey advertisement as displayed in the Instagram feed.



Why use advertisements on Facebook & Instagram for sampling?

- Size, in 2020 (*Facebook, 2021a*):
 - ▶ 2.8 billion monthly active Facebook users worldwide,
 - ▶ 3.3 billion if all Facebook products (incl. Instagram & Whatsapp) are counted.
- Nearly global coverage and geographically fine-grained targeting possible,
- Facebook Advertisements Manager (FAM) allows using a plethora of targeting variables, e.g.:
 - ▶ Demographics: age, gender, place of residence,
 - ▶ Language use,
 - ▶ Interest in specific topics,
 - ▶ Profession and professional association.
- Allows sampling of otherwise hard-to-reach (h2r) populations, e.g.:
 - ▶ Members of specific (small) social subgroups (e.g., working in specific sectors),
 - ▶ Scattered populations,
 - ▶ Very mobile individuals,
 - ▶ Individuals without a telephone connection.
- Easy and fast to realize,
- Open to all scholars: Use of FB Inc.'s business model,
- (Much) Less expensive than most established methods.

Limitations

- Coverage:
 - ▶ Sampling frame includes only individuals that use the internet *and* Facebook or Instagram,
 - ▶ Possible effects of digital divides (influenced, e.g., by age, gender, economic status),
 - ▶ Targeting (in part) dependent on information entered by users in their profiles,
 - ▶ Targeting variables as black boxes, basis of exact assignment to users often unclear → risk of undercoverage.
- Self-selection of participants.

Use of advertisements Facebook and (less often) Instagram for survey research (*selection*)

- Medical and health research (*Arcia, 2014; Chu & Snider, 2013; Fenner et al., 2012; Kapp, Peters, & Oliver, 2013; Lohse, 2013; Ramo & Prochaska, 2012; literature review: Whitaker, Stevelink, & Fear, 2017*),
- Recruiting migrants (*Ersanilli & van der Gaag, 2020; Pöttschke & Braun, 2017; Ryndyk, 2020*),
- Recruiting supporters of conspiracy theories (*Iannelli et al., 2018*);
- Recruiting participants for cognitive pre-tests (*Head, Dean, Flanigan, Swicegood, & Keating, 2016*),
- Recruiting members of the LGBTQ community (*Guillory et al., 2018; Kühne & Zindel, 2020*),
- Recruiting service sector employees (*Schneider & Harknett, 2019*),
- Cross-national surveys of the general population on
 - ▶ Privacy concerns (*Thomson & Ito, 2014*),
 - ▶ COVID-19 (*Grow et al., 2020*).

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Reminder: Survey design > questionnaire design

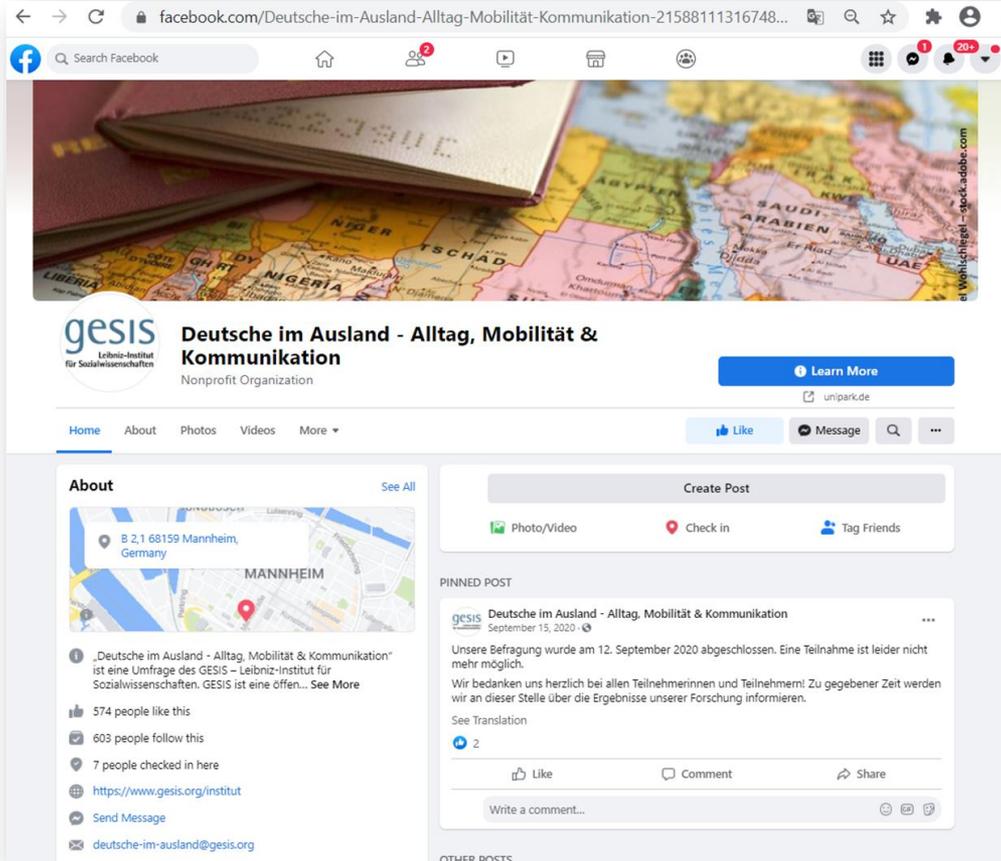
A survey project has several components:

- ▶ Project's Facebook page,
- ▶ Facebook/Instagram advertisements,
- ▶ Online survey (externally hosted).

Follow Dillman's *Tailored Design Method* (Dillman et al., 2014). This means, e.g.:

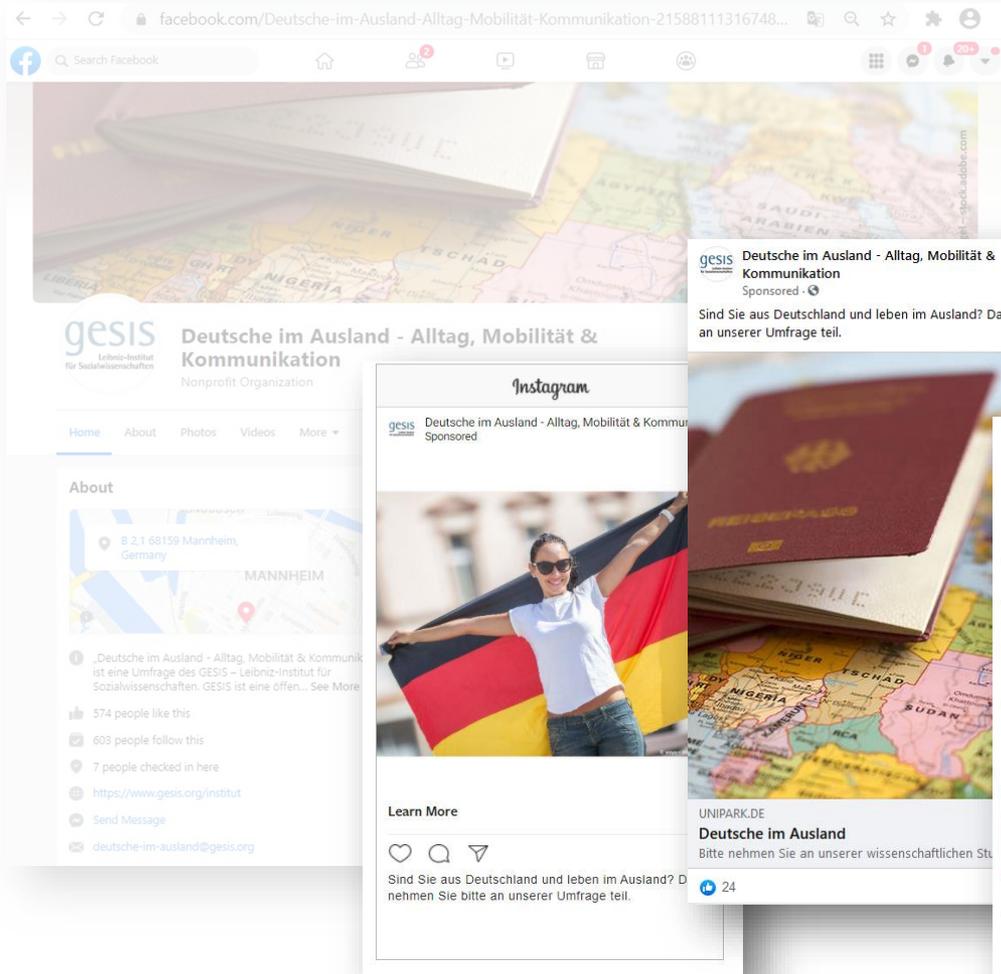
- ▶ Use similar design elements across above-mentioned components,
- ▶ Take the respondents point of view,
- ▶ Keep stimuli of your ad as consistent across devices and services as possible,
 - Use URL parameters to allow consideration of design effects in the analysis.

Tailoring the main survey components



1. Facebook page (ideally, project specific)

Tailoring the main survey components



1. Facebook page
(idealy, project specific)

2. Advertisements

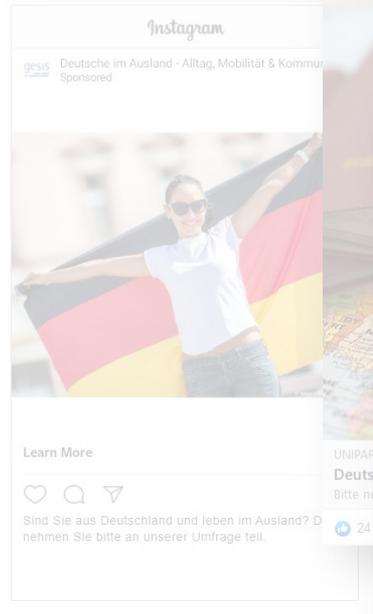
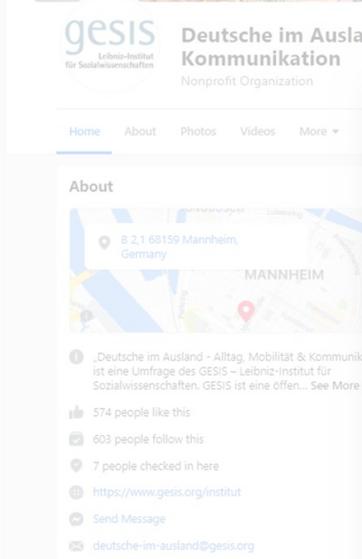


Tailoring the main survey components

1. Facebook page
(ideally, project specific)

2. Advertisements

3. Online survey



Tailoring advertisements

Use ...

- ... a target specific survey title, e.g.:
 - “Germans abroad – Daily life, Mobility & Communication”
 - “Work and daily life in the health sector”
- ... an engaging ad text, e.g.:
 - “Are you from Germany and live abroad? Please participate in our survey.”
 - “Do you work in the health sector? If so, please participate in our scientific study.”
- ... several images (sparking the interest of different segments of the target population),
- ... the space for short text elements (below pictures) to attract additional attention.

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👍 Like 💬 Comment ➦ Share

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👍 Like 💬 Comment ➦ Share

Think ahead: Advertisement review

- Ads on any Facebook Inc. outlet have to comply with Facebook's advertising policies and their community standards (*Facebook, 2021c; King, 2021*):
 - ▶ Plan all components of your ad campaign accordingly!
 - ▶ Allow (at least) 24 hours for the initial automated review process,
 - ▶ Active ads might be reviewed a second time by Facebook employees (at random or if unusual user activity is detected).
- There may be specific regulations for ads in certain contexts:
 - ▶ Current example: COVID-19 (*Facebook, 2021b*).

Ad campaign structure

- Advertisement campaigns on Facebook have three (nested) levels:
 - ▶ **Campaign** (i.e., overall project): can include several ad sets,
 - ▶ **Ad set**: can include several ads,
 - ▶ **Ad**: can differ in used text elements and/or pictures/videos.

Advertisement campaign

Ad set 1

(e.g., age cohort 1 &
gender 1 & location 1)

Ad 1.1 Ad 1.2 Ad 1.3 Ad 1.4

Ad set 2

(e.g., age cohort 2 &
gender 1 & location 1)

Ad 2.1 Ad 2.2 Ad 2.3 Ad 2.4

Ad set 3

(e.g., age cohort 1 &
gender 2 & location 1)

Ad 3.1 Ad 3.2 Ad 3.3 Ad 3.4

Ad sets are important!

- Targeting variables, fielding time and pricing are defined on the ad set level,
- Besides targeting variables: Facebook does not know which sample characteristics are important to you.
- Facebook AI could increase biases in your sample:
 - ▶ Ad budget will *not automatically* be spent in a way that results in a balanced sample composition (e.g., regarding age),
 - ▶ Within a given ad set AI pushes successful ads (e.g., those receiving most clicks),
- **Solution: Use ad sets to stratify targeting**
 - ▶ Recommendation: Use URL parameters to record for each observation which ad set (even better: which ad) the participant came from.
- **Drawback:**
 - ▶ Increase of needed budget or reduction of targeting budget available per individual ad set,
 - ▶ Increasingly complex sampling design,
 - ▶ Example: Using four ads and stratifying the targeting to two gender and two age cohorts in two different locations results in eight ad sets, featuring a total of 32 ads.

Costs

- Two billing modes: Costs per click & cost per impression,
- No fixed rates → Price determined by automated auction,
- Reported costs per click/impression vary,
- Net advertisement costs per completed questionnaire, examples:

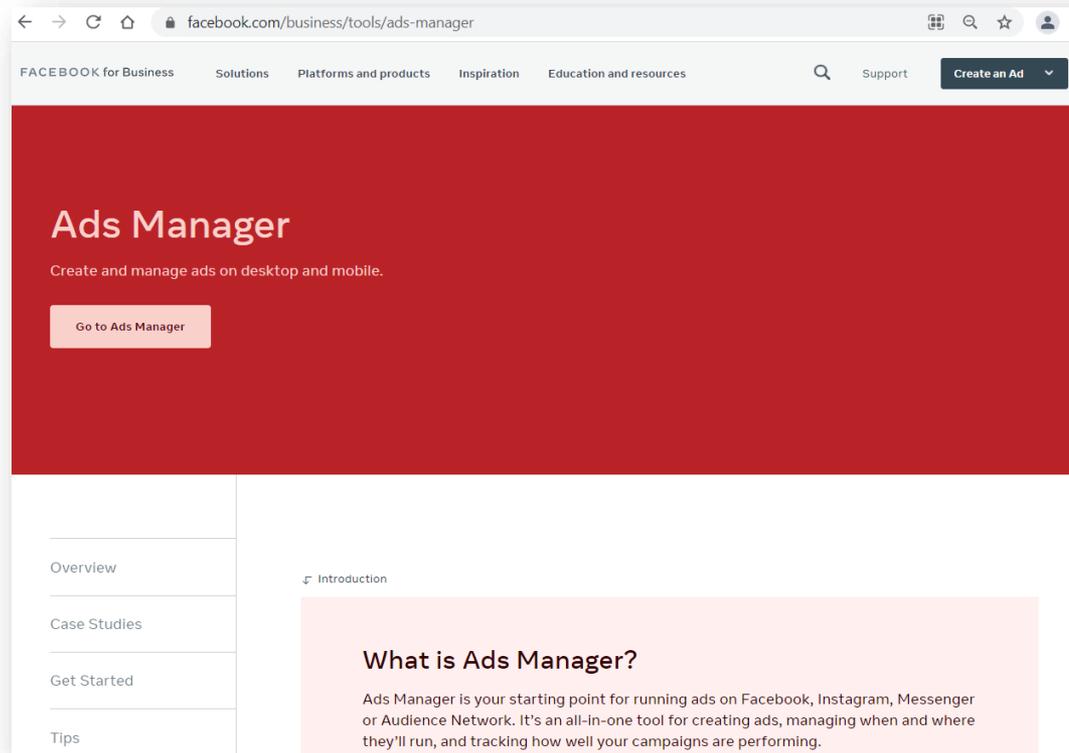
Whitaker et al. (2017)	Lit. review of 17 health related studies (average across all studies)	~ 12.13€ (\$14.41)
Schneider and Harknett (2019)	Service sector employees in USA	~ 4.85€ (\$5.76)
Bennetts et al. (2019)	Parents in Australia	~ 1.46€ (AUS\$2.32)
Grow et al. (2020)	General population in 8 countries	1.05€
Silber et al. (2021)	Health care professionals in Germany	0.86€
Pötzschke and Weiß (2020)	German emigrants in 148 countries & regions	0.58€
Pötzschke and Braun (2017)	Polish migrants in 4 European countries	0.47€

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Some practicalities for starters

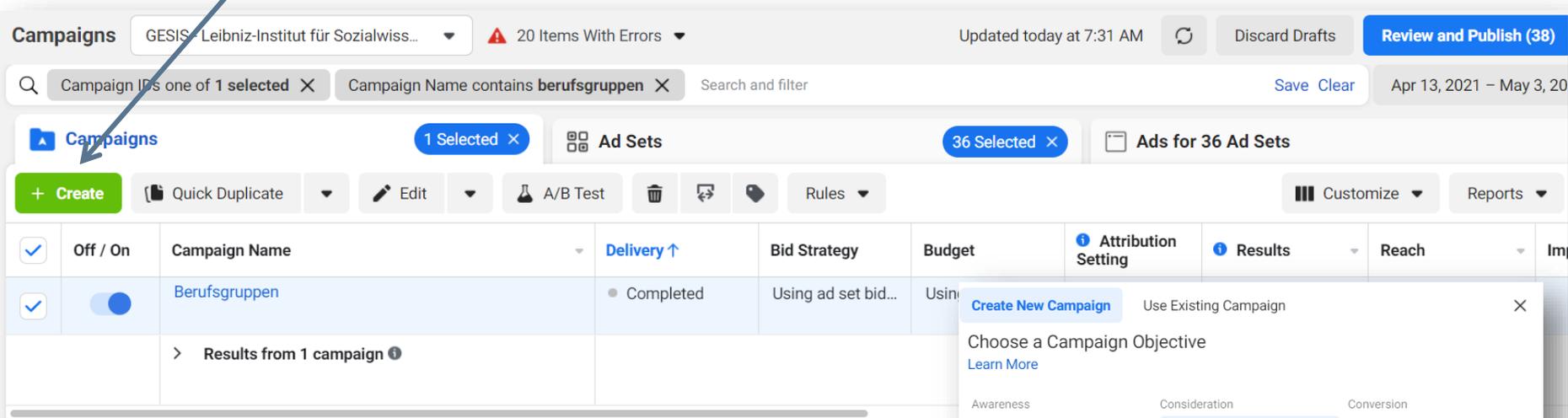
- To create an ad campaign, you need an ad account (free of charge),
- An institutional ad account allows several team members access to the same ad campaign,
- New accounts are tricky:
 - ▶ They can only use the ‘Costs per impression’ option until some budget (8€ ?) has been spent → Do a small pretest well before your main campaign,
 - ▶ Billing amounts increase over time: new accounts might be charged various small amounts in a short period of time → Alert your administration to this beforehand!

Login to the Facebook advertisement manager:
<https://www.facebook.com/business/tools/ads-manager>



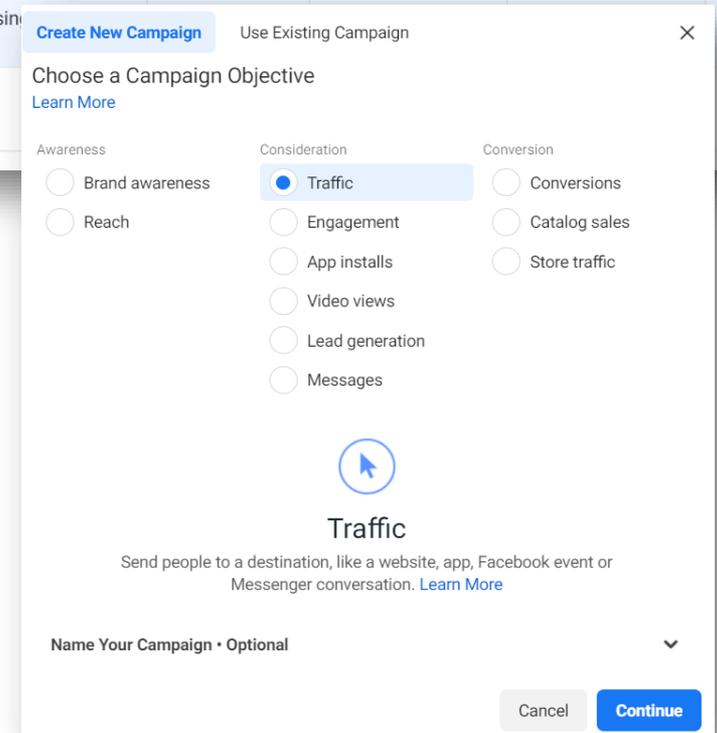
The screenshots on this and the following slides are taken from Facebook. The authors of this presentation do not claim any copyright for these pictures.

Create a new campaign ...



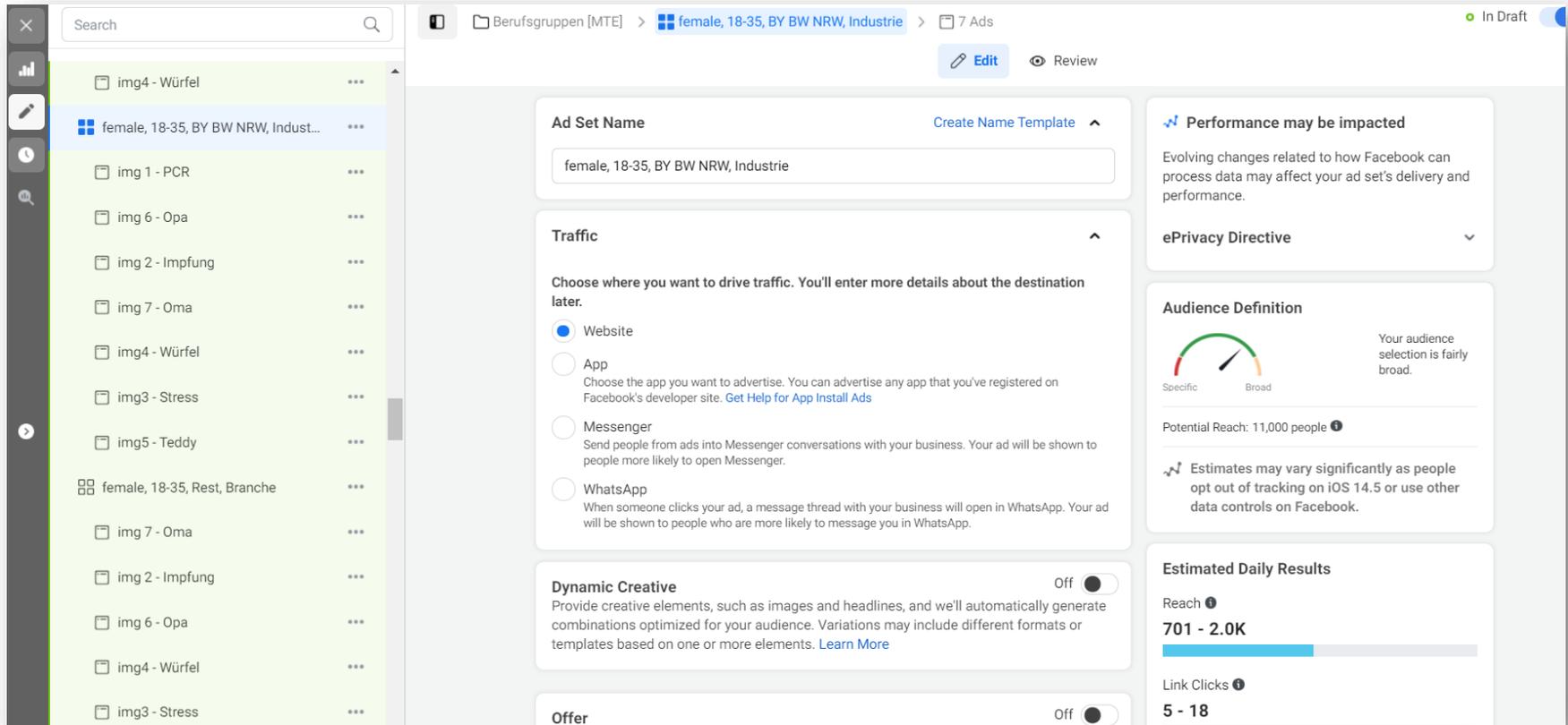
The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with 'Campaigns', account name 'GESIS - Leibniz-Institut für Sozialwiss...', and a warning '20 Items With Errors'. A blue arrow points from the text 'Create a new campaign ...' to the '+ Create' button in the top left of the campaign list. Below the header, there are search filters and a table of campaigns. The table has columns for 'Off / On', 'Campaign Name', 'Delivery', 'Bid Strategy', 'Budget', 'Attribution Setting', 'Results', and 'Reach'. One campaign named 'Berufsgruppen' is selected and has a 'Completed' status. A modal window is open over the table, titled 'Create New Campaign', with the option 'Use Existing Campaign' selected. The modal prompts to 'Choose a Campaign Objective' and lists three categories: Awareness (Brand awareness, Reach), Consideration (Traffic, Engagement, App installs, Video views, Lead generation, Messages), and Conversion (Conversions, Catalog sales, Store traffic). The 'Traffic' option is selected.

... and choose your campaign objective.



This is a close-up of the 'Create New Campaign' modal window. It shows the 'Choose a Campaign Objective' section with three columns of radio button options. The 'Traffic' option under the 'Consideration' column is selected. Below the options, there is a blue circular icon with a mouse cursor pointing to it, and the word 'Traffic' in bold. Underneath, a description reads: 'Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)'. At the bottom, there is a field for 'Name Your Campaign • Optional' and two buttons: 'Cancel' and 'Continue'.

Editing Ad Sets



Search

Berufsgruppen [MTE] > female, 18-35, BY BW NRW, Industrie > 7 Ads

Ad Set Name [Create Name Template](#)

female, 18-35, BY BW NRW, Industrie

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website
- App
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)
- Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.
- WhatsApp
When someone clicks your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people who are more likely to message you in WhatsApp.

Dynamic Creative Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Offer Off

Performance may be impacted

Evolving changes related to how Facebook can process data may affect your ad set's delivery and performance.

ePrivacy Directive

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 11,000 people

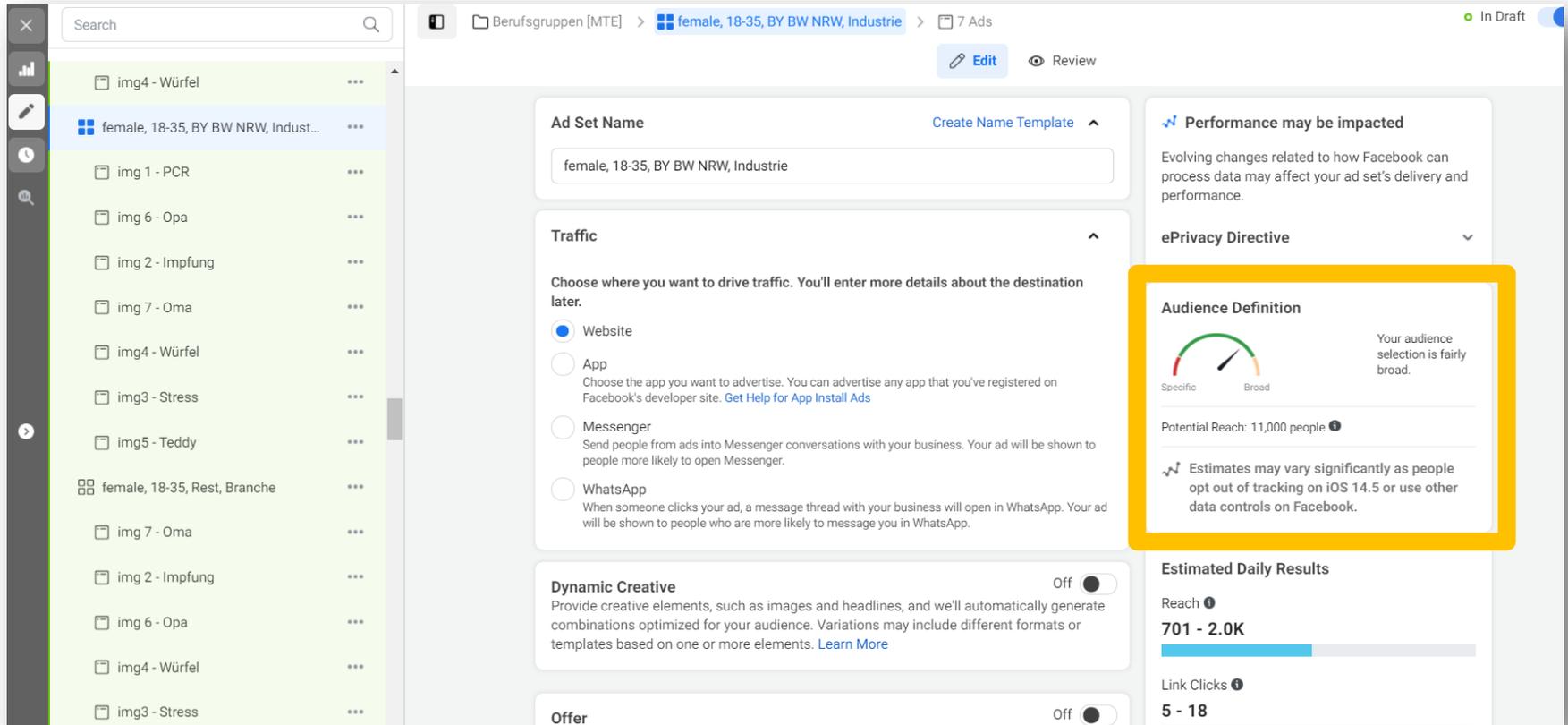
Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Facebook.

Estimated Daily Results

Reach **701 - 2.0K**

Link Clicks **5 - 18**

Editing Ad Sets



The screenshot displays the Facebook Ads Manager interface for editing an ad set. The breadcrumb navigation shows the path: **Berufsgruppen [MTE] > female, 18-35, BY BW NRW, Industrie > 7 Ads**. The current ad set is named "female, 18-35, BY BW NRW, Industrie".

Configuration Options:

- Ad Set Name:** female, 18-35, BY BW NRW, Industrie
- Traffic:** Choose where you want to drive traffic. You'll enter more details about the destination later.
 - Website
 - App: Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)
 - Messenger: Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.
 - WhatsApp: When someone clicks your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people who are more likely to message you in WhatsApp.
- Dynamic Creative:** Off
- Offer:** Off

Performance and Audience Information:

- Performance may be impacted:** Evolving changes related to how Facebook can process data may affect your ad set's delivery and performance.
- ePrivacy Directive:** (Dropdown menu)
- Audience Definition:** Your audience selection is fairly broad. Potential Reach: 11,000 people. *Estimates may vary significantly as people opt out of tracking on iOS 14.5 or use other data controls on Facebook.*
- Estimated Daily Results:**
 - Reach: **701 - 2.0K**
 - Link Clicks: **5 - 18**

Targeting criteria (examples)

Age (ranges)

Gender

Interests, behaviors, industries

Custom Audiences Create New ▾

Search existing audiences

Exclude

Locations

Location - Living In:

- Germany: Baden-Württemberg; Bayern; Nordrhein-We

Age

18 - 35

Gender

Women

Detailed Targeting

People Who Match:

- Industry: Healthcare and Medical Services

Detailed Targeting Expansion:

- Off

Languages

All languages

Locations, and how users should relate to them

Locations

People living in this location ▾

- People living in or recently in this location
People whose home or most recent location is within the selected area.
- People living in this location
People whose home is within the selected area.
- People recently in this location
People whose most recent location is within the selected area.
- People traveling in this location
People whose most recent location is within the selected area but whose home is more than 125 mi/200 km away.



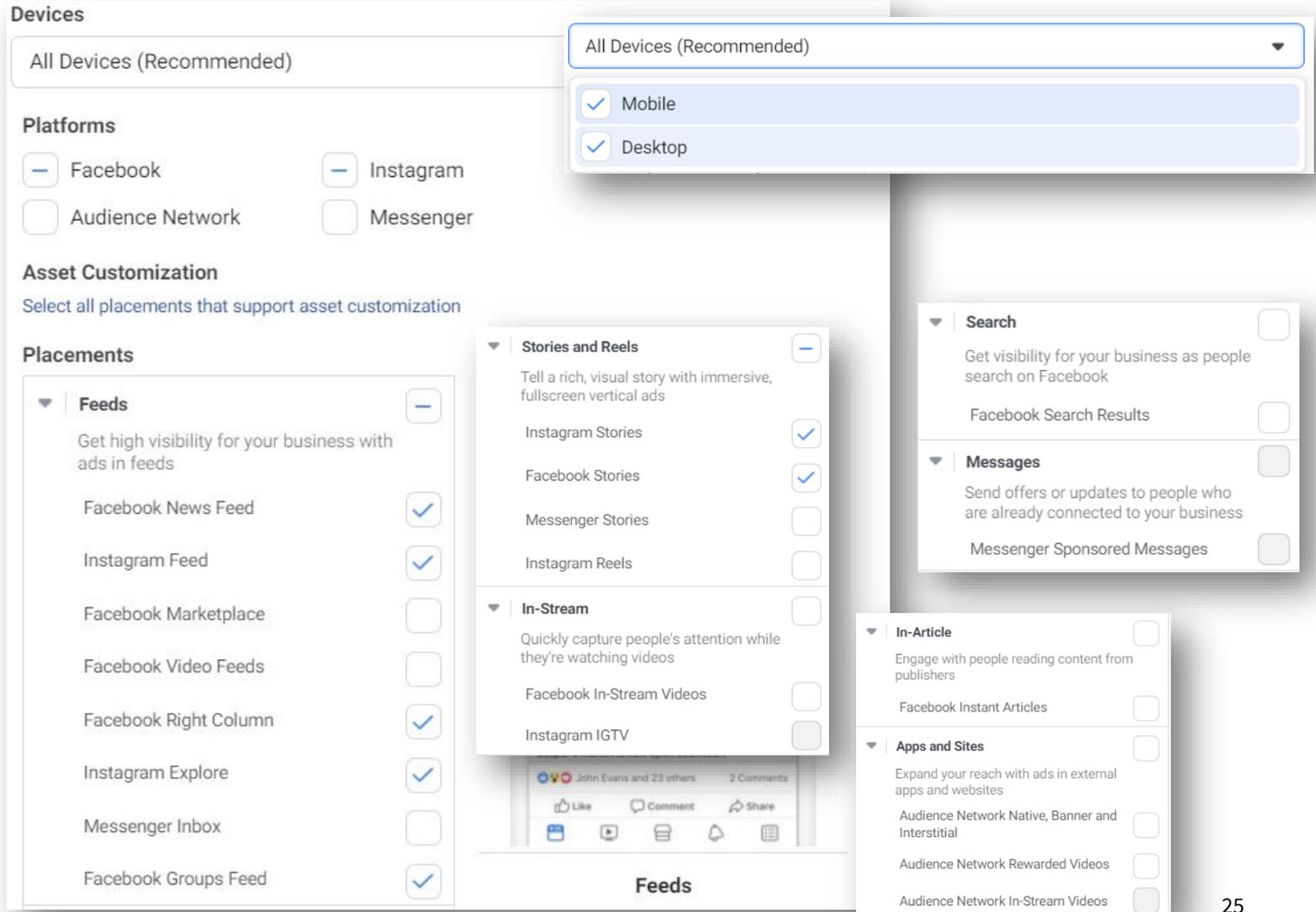
Drop Pin

Placement (examples)

Devices →

→ Platforms

Placement within platforms



The screenshot shows the Facebook Ads Manager 'Placements' settings page. It is divided into several sections:

- Devices:** A dropdown menu is open, showing 'All Devices (Recommended)' selected, with 'Mobile' and 'Desktop' checked below it.
- Platforms:** Includes checkboxes for Facebook, Audience Network, Instagram, and Messenger.
- Asset Customization:** A note to 'Select all placements that support asset customization'.
- Placements:** A list of placement options with checkboxes:
 - Feeds:** Facebook News Feed, Instagram Feed, Facebook Right Column, Instagram Explore, Facebook Groups Feed (all checked).
 - Stories and Reels:** Instagram Stories, Facebook Stories (checked); Messenger Stories, Instagram Reels (unchecked).
 - In-Stream:** Facebook In-Stream Videos, Instagram IGTV (both unchecked).
 - Search:** Facebook Search Results (unchecked).
 - Messages:** Messenger Sponsored Messages (unchecked).
 - In-Article:** Facebook Instant Articles (unchecked).
 - Apps and Sites:** Audience Network Native, Banner and Interstitial, Audience Network Rewarded Videos, Audience Network In-Stream Videos (all unchecked).

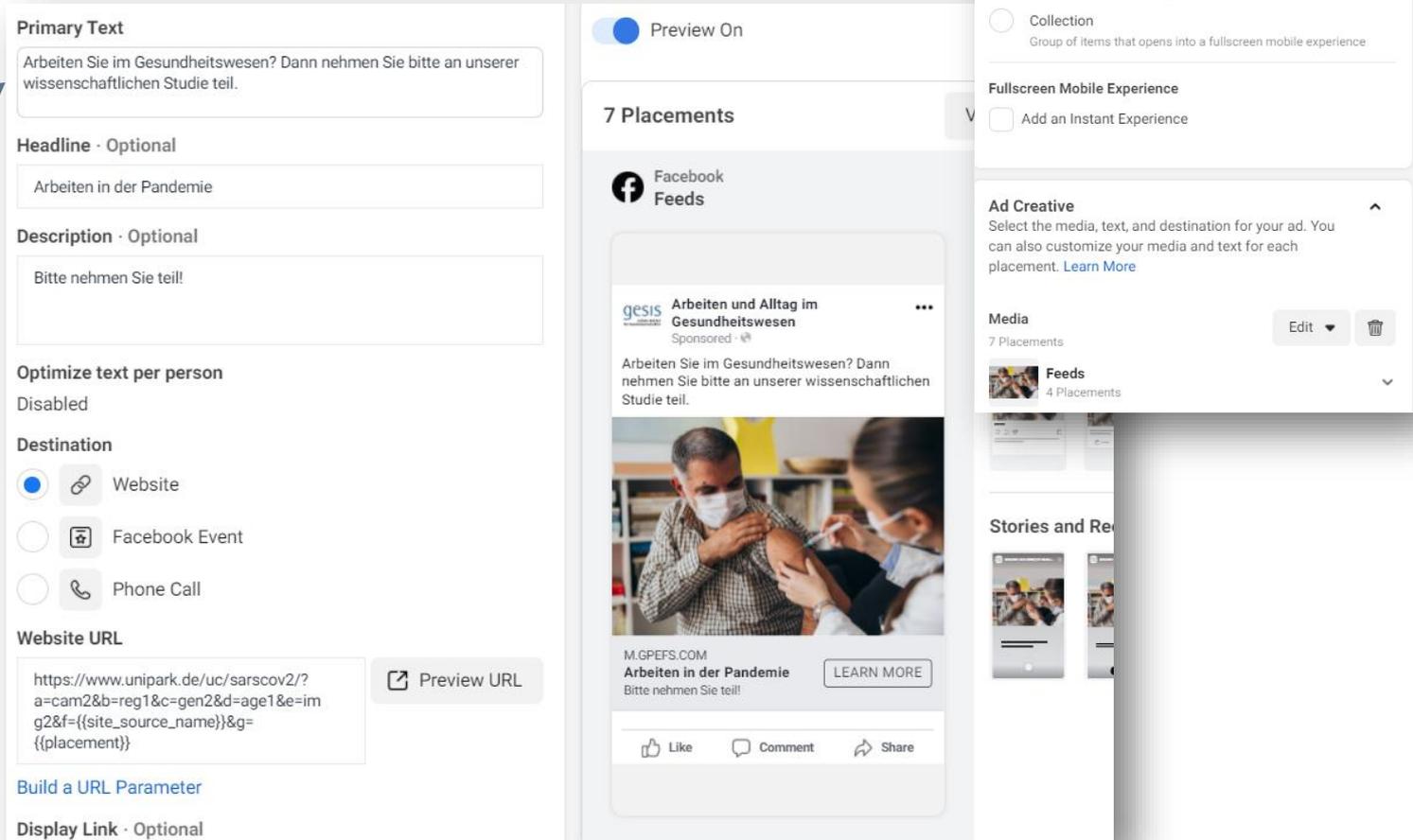
At the bottom, a preview of a mobile ad feed is visible, showing a post by 'John Evans and 23 others' with 2 comments and interaction buttons for Like, Comment, and Share.

Editing Ads

Select and preview media elements

Define text elements

Define URL parameter



The screenshot shows the Facebook Ads Editor interface. On the left, there are three text annotations with arrows pointing to specific fields: 'Define text elements' points to the Primary Text, Headline, and Description fields; 'Define URL parameter' points to the Website URL field. The main editor area is divided into sections: 'Primary Text' (Arbeiten Sie im Gesundheitswesen? Dann nehmen Sie bitte an unserer wissenschaftlichen Studie teil.), 'Headline - Optional' (Arbeiten in der Pandemie), 'Description - Optional' (Bitte nehmen Sie teil!), 'Optimize text per person' (Disabled), 'Destination' (Website selected), and 'Website URL' (https://www.unipark.de/uc/sarscov2/?a=cam2&b=reg1&c=gen2&d=age1&e=img2&f={{site_source_name}}&g={{placement}}). A 'Preview On' toggle is active. Below this is the '7 Placements' section, showing a preview of the ad in a Facebook Feed. The ad preview includes the gesis logo, headline 'Arbeiten und Alltag im Gesundheitswesen', sponsored status, main text, a photo of a doctor examining a patient, and a 'LEARN MORE' button. On the right, the 'Ad Setup' sidebar is visible, showing 'Create Ad' dropdown, 'Format' options (Single Image or Video selected), 'Fullscreen Mobile Experience' options, and 'Ad Creative' section.

URL Parameter (examples)

Build a URL Parameter ×

To differentiate ads or links that point to the same URL. For example: white_logo, black_logo.

Custom Parameters

Parameter Name	Value
<input type="text" value="a"/>	<input type="text" value="cam2"/>
<input type="text" value="b"/>	<input type="text" value="reg1"/>
<input type="text" value="c"/>	<input type="text" value="gen2"/>
<input type="text" value="d"/>	<input type="text" value="age1"/>
<input type="text" value="e"/>	<input type="text" value="img2"/>
<input type="text" value="f"/>	<input type="text" value="{{site_source_name}}"/>
<input type="text" value="g"/>	<input type="text" value="{{placement}}"/>

URL Preview

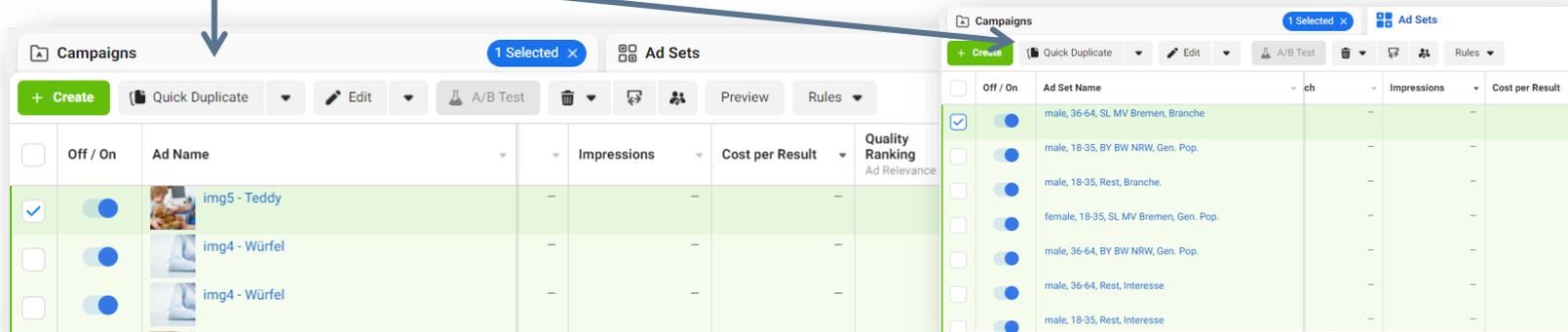
```
https://www.unipark.de/uc/sarscov2/?a=cam2&b=reg1&c=gen2&d=age1&e=img2&f={{site_source_name}}&g={{placement}}
```

Static URL parameter

Dynamic URL parameter

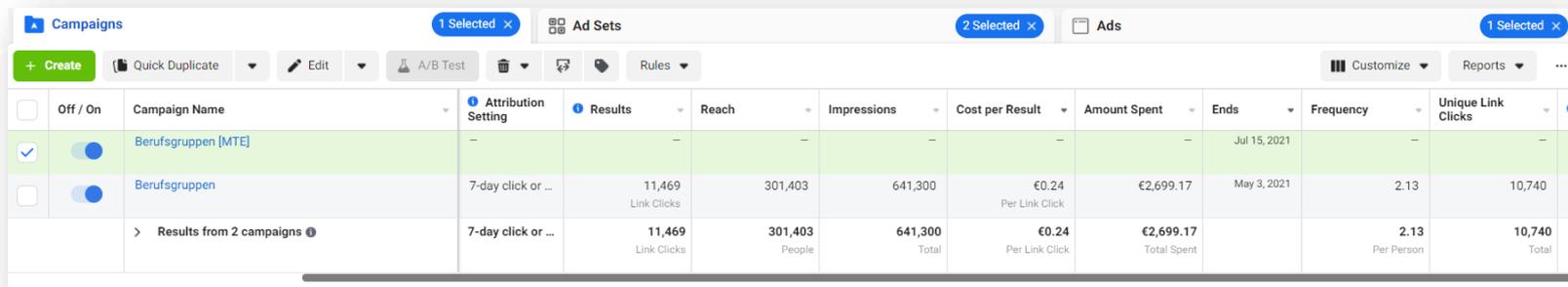
Finalizing your campaign(s) and fielding

- Copy and adjust ads within your ad set, ad sets, and campaigns,



Off / On	Ad Set Name	Impressions	Cost per Result	Quality Ranking Ad Relevance
<input checked="" type="checkbox"/>	male, 36-64, SL MV Bremen, Branche	-	-	-
<input type="checkbox"/>	male, 18-35, BY BW NRW, Gen. Pop.	-	-	-
<input type="checkbox"/>	male, 18-35, Rest, Branche.	-	-	-
<input type="checkbox"/>	female, 18-35, SL MV Bremen, Gen. Pop.	-	-	-
<input type="checkbox"/>	male, 36-64, BY BW NRW, Gen. Pop.	-	-	-
<input type="checkbox"/>	male, 36-64, Rest, Interesse	-	-	-
<input type="checkbox"/>	male, 18-35, Rest, Interesse	-	-	-

- Publish your campaign(s) → Review process starts,
- Constantly monitor the progress of your campaign and adjust settings as needed.



Off / On	Campaign Name	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
<input checked="" type="checkbox"/>	Berufsgruppen [MTE]	-	-	-	-	-	-	Jul 15, 2021	-	-
<input type="checkbox"/>	Berufsgruppen	7-day click or ...	11,469 Link Clicks	301,403	641,300	€0.24 Per Link Click	€2,699.17	May 3, 2021	2.13	10,740
> Results from 2 campaigns			11,469 Link Clicks	301,403 People	641,300 Total	€0.24 Per Link Click	€2,699.17 Total Spent		2.13 Per Person	10,740 Total

Documentation, documentation, documentation ...

- Before you activate your ads: record target group estimates (estimated reach) for each ad set,
- During the ad campaign's fielding period: regularly export statistics provided by Facebook in the ad manager (ideally on campaign, ad set and ad level),
- Checklist of information to include in methods section/appendix of your publications:
 - ▶ Campaign structure and duration,
 - ▶ Used target criteria,
 - ▶ Estimated reach,
 - ▶ Advertisement budget,
 - ▶ Number of impressions, link-clicks, started questionnaires, completed questionnaires,
 - ▶ Cost-per-click,
 - ▶ Cost-per completed questionnaire,
 - ▶ Used pictures,
 - ▶ Information on incentives (also state if you did not use any).

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Why Facebook and Instagram?

- Health professionals are at the front line of the COVID-19 pandemic,
 - ▶ Increased risk of exposure to SARS-CoV-2 (115,000 deaths due to COVID-19) (*WHO 2021*).
- High level of stress (even under normal working conditions),
 - ➡ Chance for researchers to investigate how the pandemic affects health professionals,
- Health professionals are a hard-to-reach population,
- Contacting them via their workplace nearly impossible, especially given the pandemic,
- Facebook offers possibility to target health professionals with tailored advertisements,
- 3 ways of targeting:
 - ▶ General population,
 - ▶ Interest: Healthcare,
 - ▶ Affiliation: Healthcare.

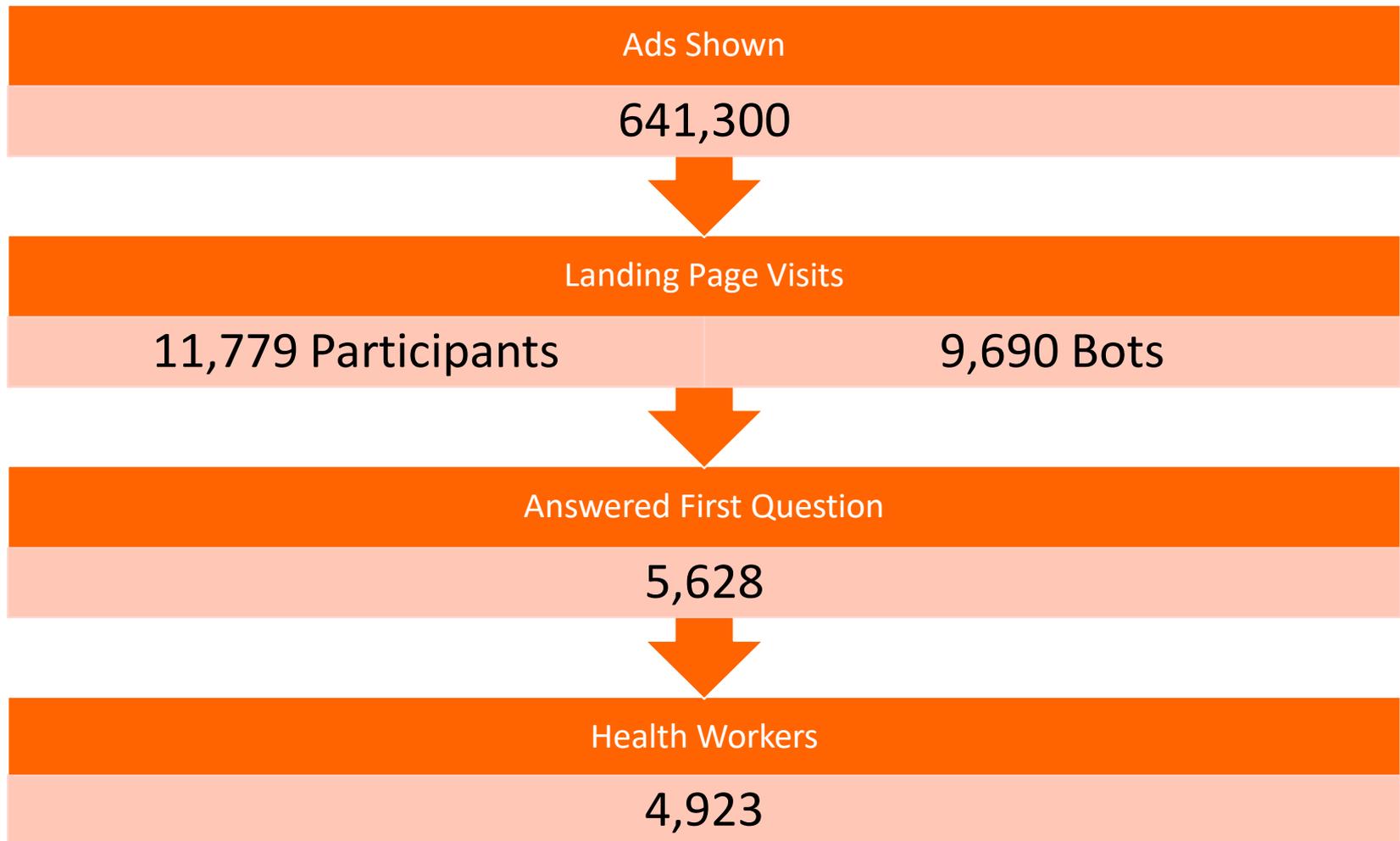
Survey of Health care professionals in Germany

- German online survey,
- Comprehensive questionnaire (median completion time: 15 minutes)
 - ▶ Work experience during COVID-19,
 - ▶ Vaccination and recommendation of vaccines,
 - ▶ Demographics.
- Targeting German health professionals (i.e., individuals working in the German health industry, hospitals),
- Targeting through ads on Facebook & Instagram,
 - ▶ Access to survey directedly through ads or via Facebook page;
- Questionnaire, ads and FB page in German only,
- No incentives,
- Field period:
 - ▶ Ad campaign: April 20 to May 3, 2021,
 - ▶ Survey: April 20 to May 21, 2021.

Setup

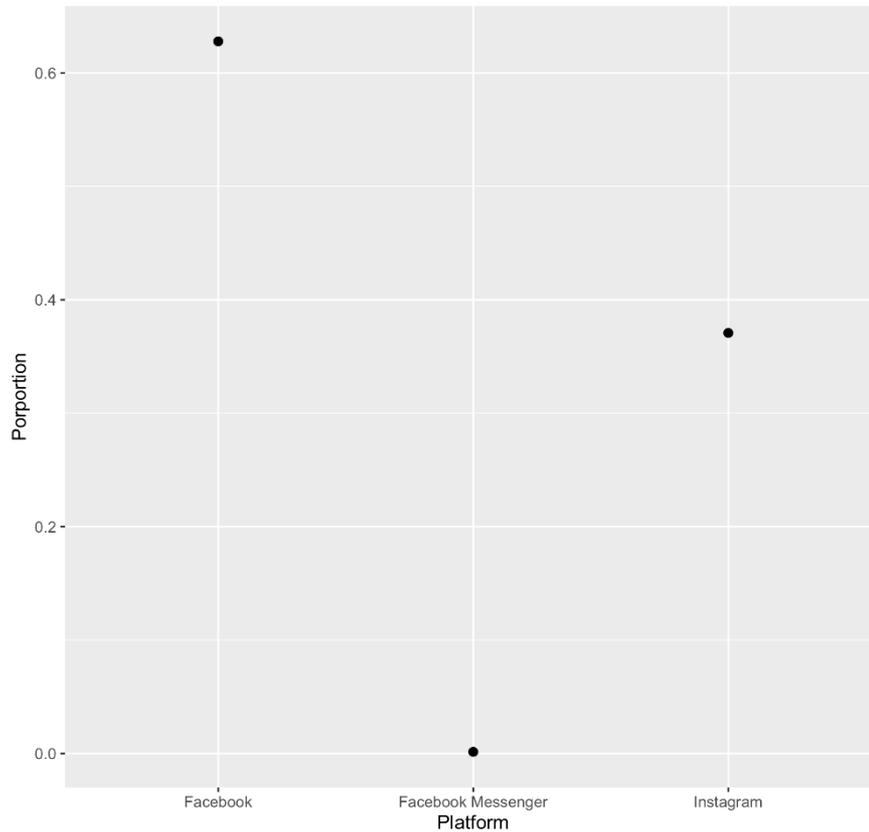
- 5 advertisements showing health professionals in various situations,
- Quota:
 - ▶ Gender,
 - ▶ Age (18-35, 36-64),
 - ▶ Region (3 groups based on size of federal states).
- Ad Placement: Facebook (Feed, Stories, Right Column) and Instagram (Feed, Stories),
- All devices included (mobile and desktop).

Ads and Participation

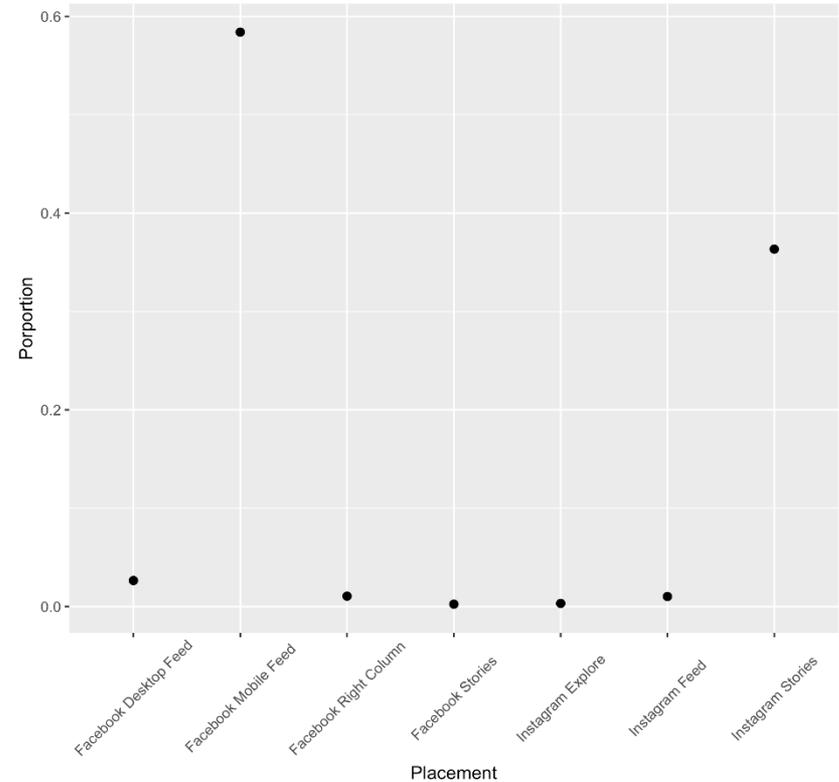


Facebook vs. Instagram

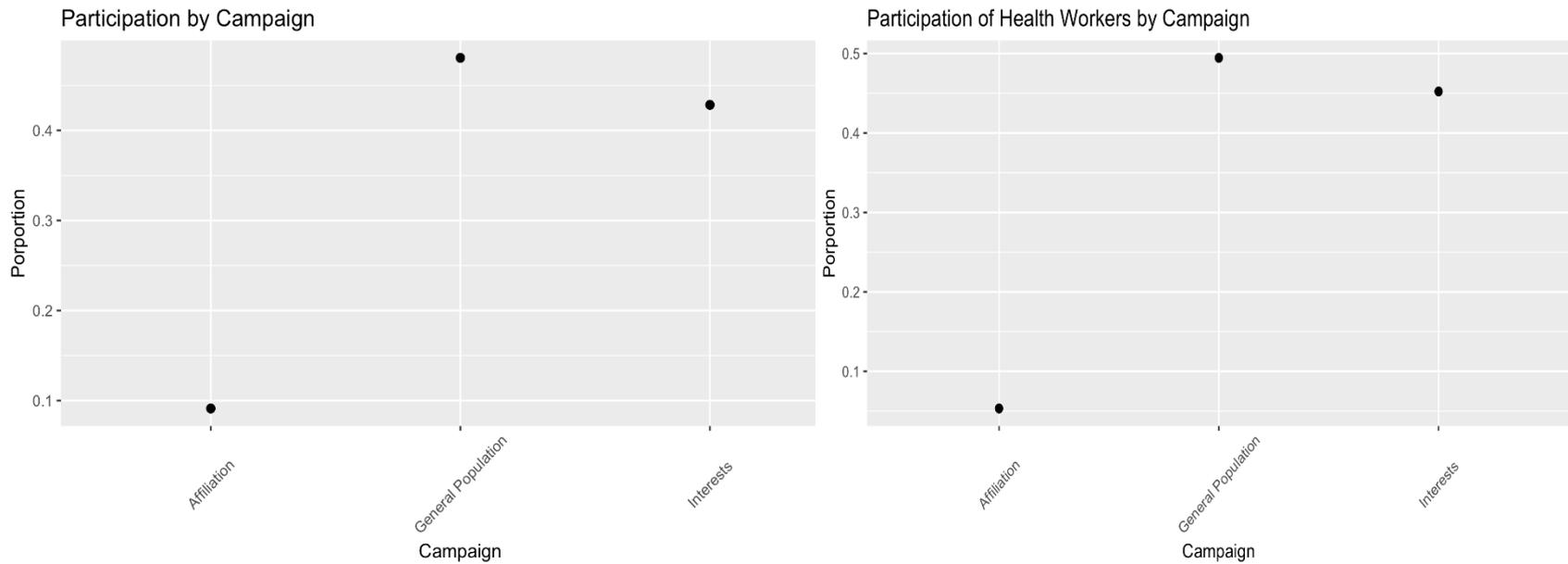
Participation by Platform



Participation by Ad Placement



Comparing different campaigns



Performance of Ads

Image 1



Image 2



Image 3



Image 4



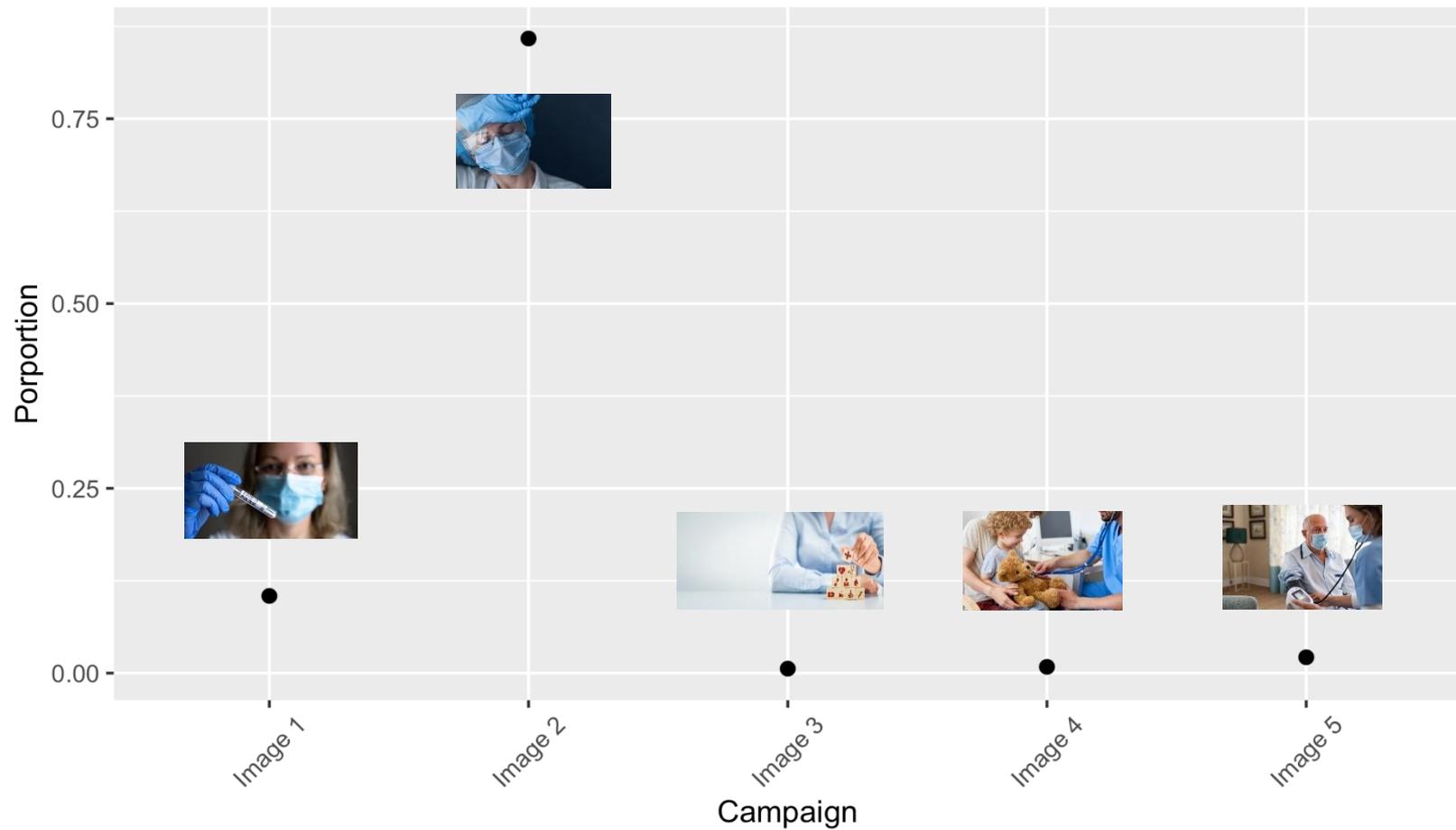
Image 5



© pictures: scaliger - stock.adobe.com (Image 1); Mikhaylovskiy - stock.adobe.com (Image 2); REDPIXEL - stock.adobe.com (Image 3); Seventyfour - stock.adobe.com (Image 4). Rido ; stock.adobe.com (Image 5);

Performance of Ads

Participation by Ad



Anecdotal evidence

- Image 1 lead to provocative comments (mainly related to conspiracy theories surrounding Covid-19),
- Comments were hidden by research team (regular checks necessary),
- One Image was banned by Facebook due to guideline violations.



Takeaways

1. Using the correct targeting mechanism with a large enough reach is important,
2. Mobile devices are very important for recruitment (Facebook mobile feed, Instagram story),
3. The pictures used in ads should relate to the topic and have high symbolic value,
4. Develop a strategy to deal with hate speech, trolls and offensive comments.

1. Introduction
2. Planning your ad campaign
3. Implementing your campaign
4. Examples
 - a) Survey of health professionals in Germany
 - b) German Emigrants Overseas Online Survey

Why Facebook and Instagram?

- Migrants are often a hard-to-reach population (*Tourangeau, 2014*),
- Especially in cross-national research, their sampling is challenging (*Careja & Andreß, 2018; Reichel & Morales, 2017; Font & Méndez, 2013*),
- Emigrants (usually) present further challenges:
 - ▶ Geographically dispersed on a global level,
 - Most sampling frames do not cover *all* countries,
 - Same sampling frames do not exist in all countries on a national level,
 - ▶ Settlement patterns are not known beforehand.
- No well-established methods to sample emigrants in a high number of countries
 - ▶ But several innovative approaches exist, e.g. register-based sampling (*Erlinghagen et al., 2021*).
- Specific to German emigrants: Previous studies indicated coverage problems for non-European regions beyond North America.

German Emigrants Overseas Online Survey (GEOOS)

- Cross-national online survey,
- Comprehensive questionnaire (median completion time: 19 minutes)
 - ▶ Use of SNS and communication behavior,
 - ▶ Migration and mobility experience,
 - ▶ Demographics.
- Targeting German emigrants overseas (i.e., individuals born in Germany and/or holding German citizenship living in a non-European country),
- 52 ad sets: 13 regions, 2 gender & 2 age cohorts,
- Targeting through ads on Facebook & Instagram,
 - ▶ Access to survey directedly through ads or via Facebook page,
 - ▶ Additional snowball sample.
- Questionnaire, ads and FB page in German only,
- No incentives,
- Field period:
 - ▶ Ad campaign: August 13 to August 30, 2020,
 - ▶ Survey: August 13 to September 9, 2020.

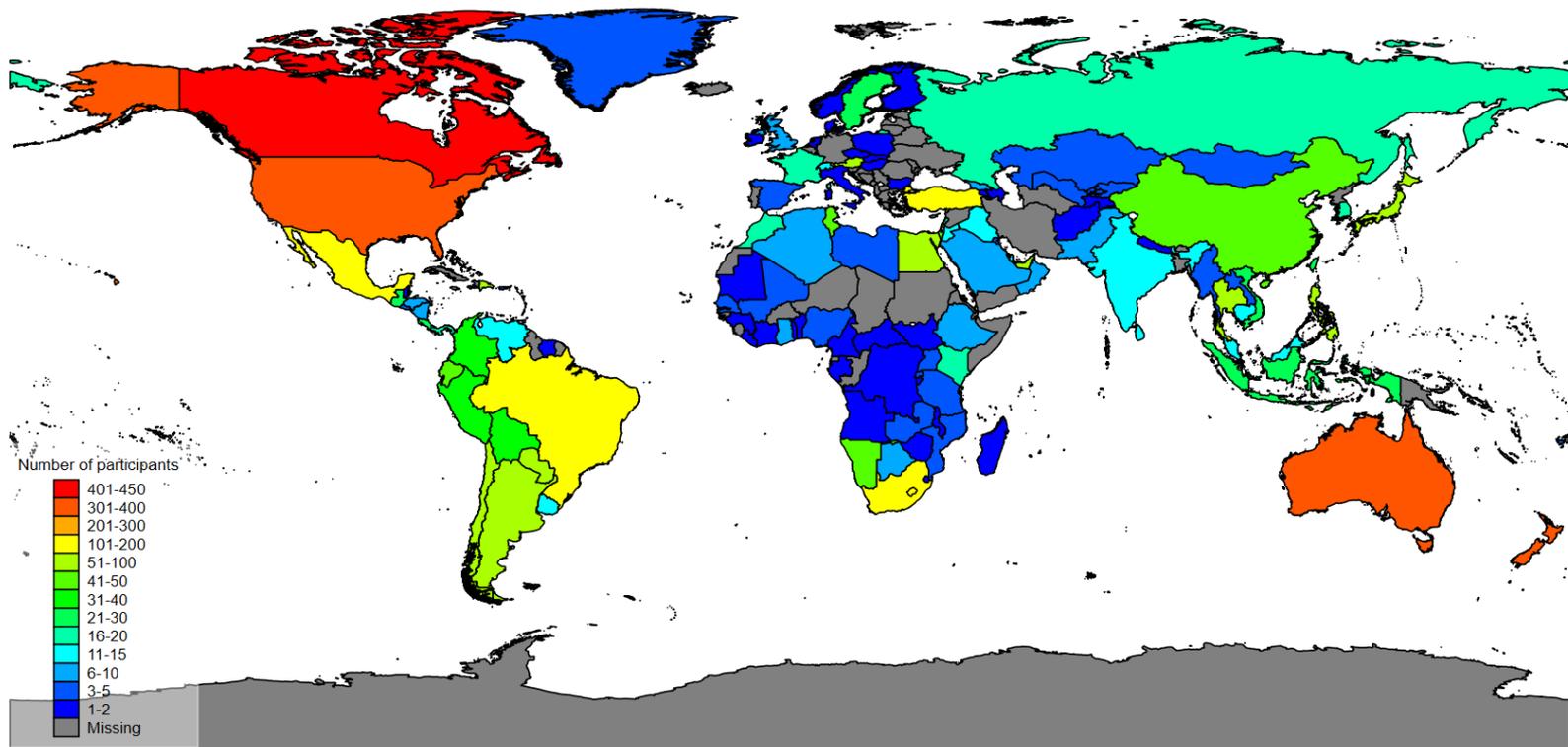
Ad campaign metrics and achieved sample size

- Unique users reached: 354,604
- Impressions: 1,805,217
- Unique clicks: 20,220
- Used advertisement budget: 2,222.90 €
- Average cost per click: 0.11 €
- Average costs per completed survey (emigrants broadly defined; ads only/all): 0.62 € / 0.58€

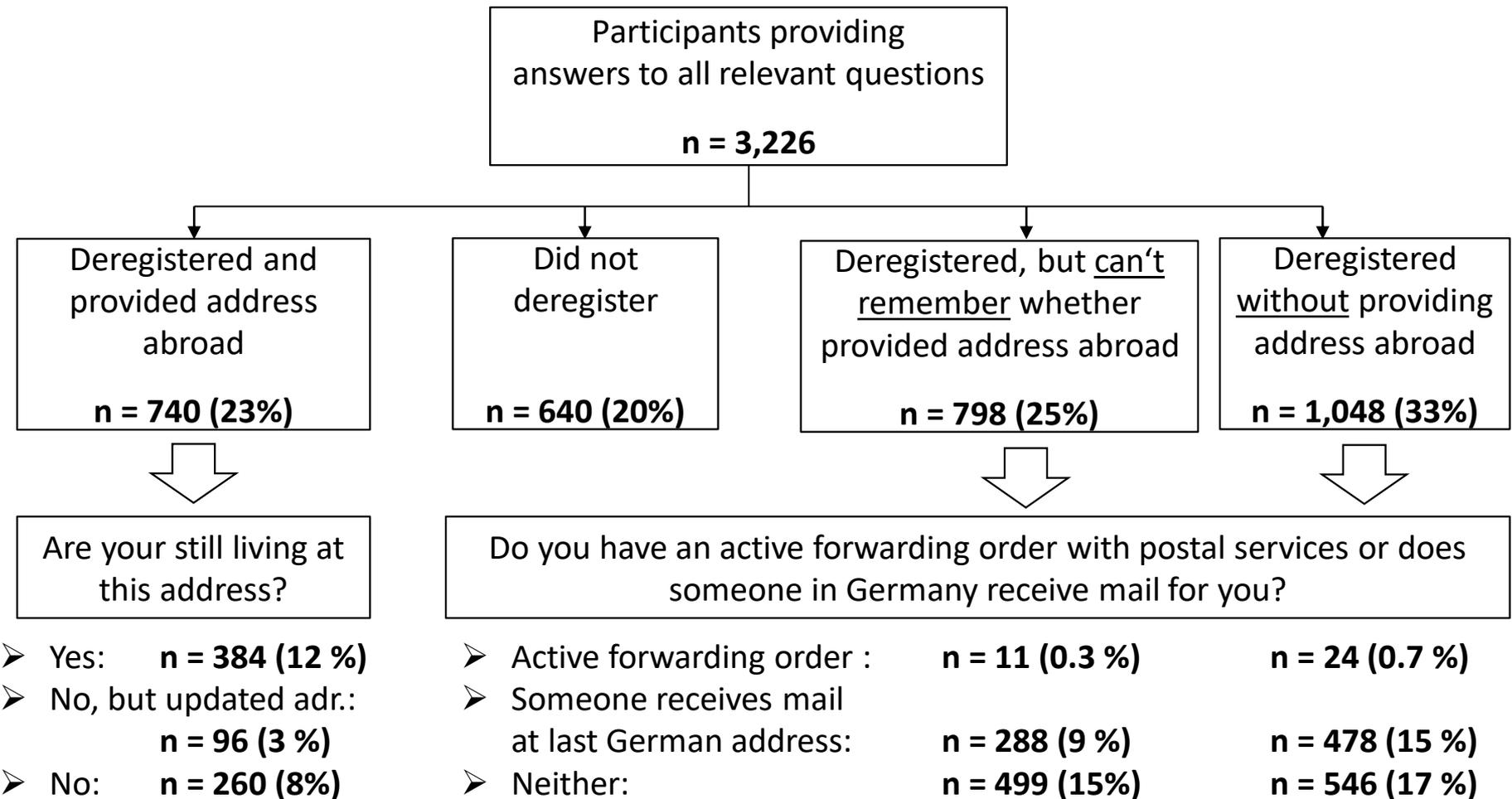
	Completed surveys (total)	Emigrants broadly defined	Emigrants narrowly defined
Advertisements	3,632	3,558	3,222
Facebook page	74	74	67
Snowball	189	184	173
Total	3,895	3,816	3,462

Geographic distribution of GEOOS respondents

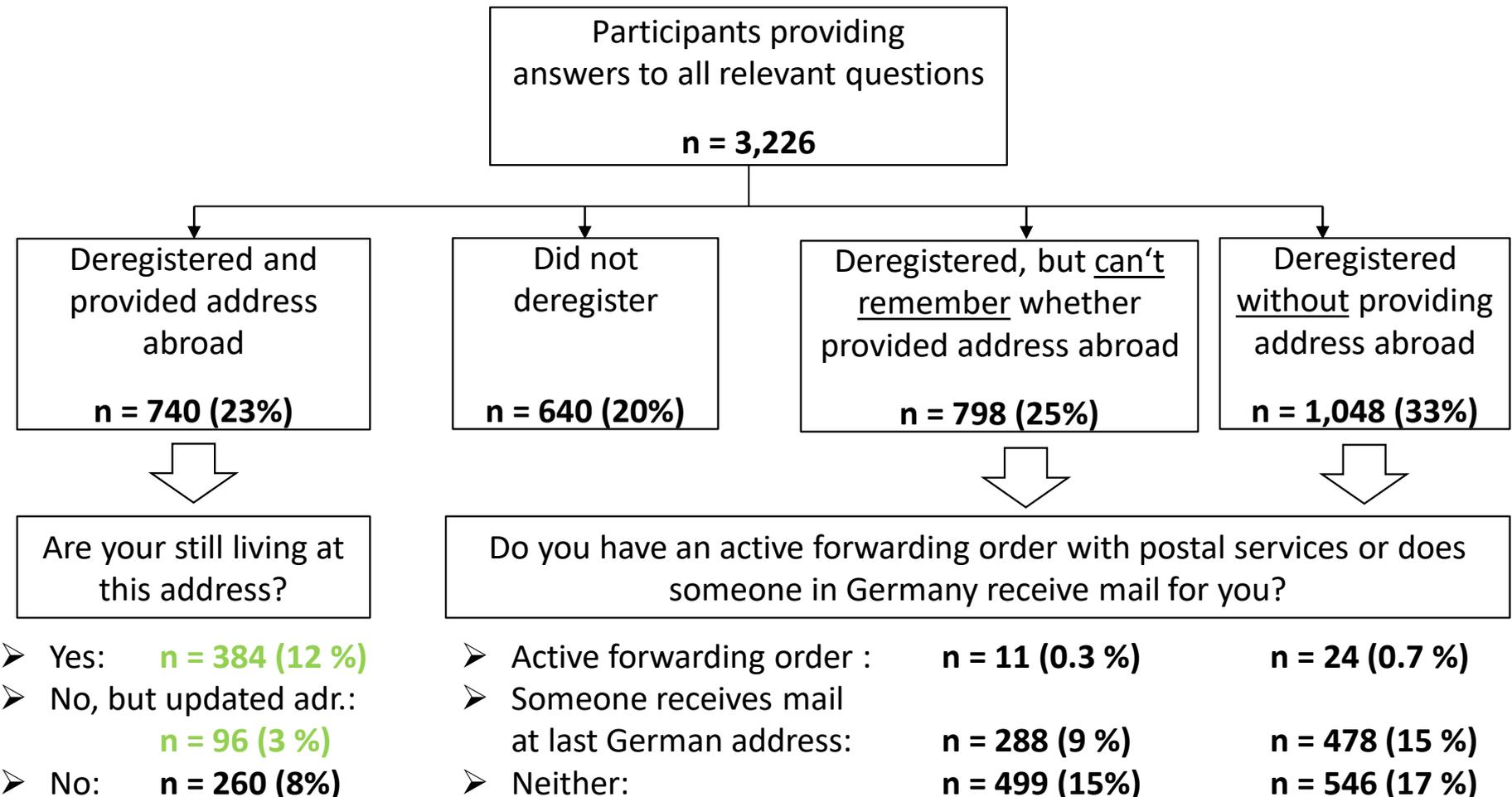
- 148 countries and territories,
- Subsamples of $n > 50$ in 18 and $n > 10$ in 53 countries and territories,
- Biggest subsamples: Canada ($n=416$); New Zealand ($n=359$), Australia ($n=344$); USA ($n=323$), Brazil ($n=155$), Turkey ($n=144$), South Africa ($n=140$)



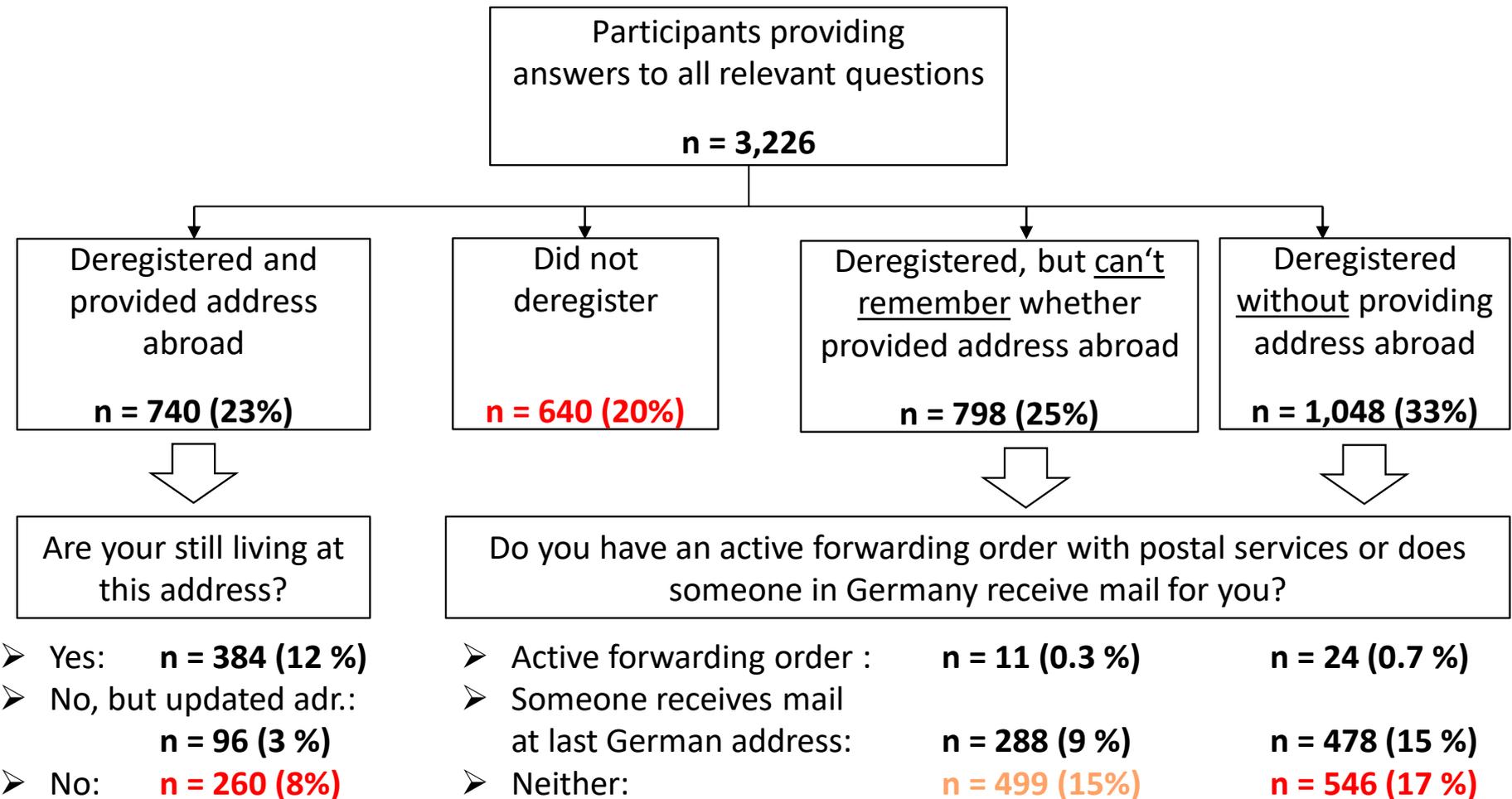
Possible inclusion of GEOOS respondents in a population register-based sample



Possible inclusion of GEOOS respondents in a population register-based sample



Possible inclusion of GEOOS respondents in a population register-based sample



Takeaways

1. Facebook and Instagram allowed recruiting a comparatively large sample of German emigrants within short time,
2. Using this approach, we were able to survey emigrants on a global level,
3. Strategic use of ad sets allowed for a high degree of diversity regarding countries of residence,
4. Of those respondents who provided the relevant information:
 - ▶ Only 15% could have been reached through addresses registered with authorities in the origin countries,
 - ▶ 45% could not have been recruited through a register-based sampling approach at all.

GESIS publications using SNS sampling

Beuthner, C., Pöttschke, S., Weiß, B., & Silber, H. (forthcoming): *Using Facebook and Instagram to recruit Respondents online*, GESIS Survey Guidelines

Pöttschke, S., & Braun, M. (2017). Migrant Sampling Using Facebook Advertisements: A Case Study of Polish Migrants in Four European Countries. *Social Science Computer Review*, 35(5), 633–653.
<https://doi.org/10.1177/0894439316666262>

Pöttschke, S., & Weiß, B. (2020). *Employing Social Networking Sites in migration research. Preliminary findings of the German Emigrants Overseas Online Survey*. GESIS -- Leibniz Institute for the Social Sciences. <https://www.doi.org/10.31219/osf.io/wnc4b>

Pöttschke, S., & Bernd, W. (2020a, November 27). Using Facebook and Instagram to sample German emigrants on a nearly global scale. *GESIS Blog*.
<https://www.doi.org/10.34879/gesisblog.2020.25>

Pöttschke, S., & Bernd, W. (2020b, December 4). Preliminary findings of the German Emigrants Overseas Online Survey. What did we learn about the Germans we reached through social networking sites? *GESIS Blog*. <https://www.doi.org/10.34879/gesisblog.2020.26>

Priebe, J., Silber, H., Beuthner, C., Pöttschke, S., Weiß, B., & Daikeler, J. (2021, June 7). How German health workers' views on vaccine safety can be swayed by the AstraZeneca controversy. *LSE COVIS-19 Blog*. <https://blogs.lse.ac.uk/covid19/2021/06/07/how-german-health-workers-views-on-vaccine-safety-can-be-swayed-by-the-astrazeneca-controversy/>

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Thank you for your attention.

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